



1963

RECEIVED

OCT 15 1964

OCT 15 1964

GROUP 450

CREATORS * MANUFACTURERS * IMPORTERS * CONSULTANTS TO THE ADVERTISING SPECIALTY TRADE

GENERAL INFORMATION

The sparkling merchandise shown in this catalog has been planned, designed, and manufactured exclusively for the American Business Market. The designs are the work of an outstanding design firm in the United States and the major portion of the merchandise is manufactured abroad. Into it has gone a lifetime of experience in the advertising specialty field. This experience has been re-enforced by repeated market analyses to determine what is suitable, and what is wanted. In these pages you will find things that are new, that are different, that are improvements on old, time-tested ideas. As a salesman you can sell, and your customers can buy, from this catalog with complete confidence, knowing that what you see is of outstanding quality, that it is exclusive: *none of it is sold on the retail market*, and that it is the individual work of master craftsmen. Every item measures up to the exacting standards upon which the reputation of our company has been built.

PACKAGING

All items except Nos. 614 and 616 The Big Inch Rule, are beautifully packaged in an impressive gift box or mailer.

CHRISTMAS WRAPPING

If Christmas wrapping is wanted, add 20¢ net, per package. 25¢ net for large packages.

ROMANCE CARDS

Included with each package, except Nos. 614 and 616 The Big Inch Rule, is an attractive, well-written Romance Card.

SHIPPING TIME

All items are carried in stock in Chicago. Normal shipping time is two to three weeks after receipt of order. Allow two to three weeks additional for special copy requiring dies, such as trademarks and emblems.

On pieces where the ad is to be set in nickel-silver inlay, that is, on the No. 114 Val-U-Plus Knife, allow approximately 90-100 days after receipt of order or approved artwork. This time can be cut to about 70-80 days, if shipment is made by air. Charges for air shipment are: 1000 or more, 8¢ per piece; 500 to 1000, 11¢ per piece; 500 or less, 14¢ per piece.

In order to assure Christmas distribution on *nickel-silver inlay* items, orders or approval of artwork should be in our hands not later than September 1st. If shipment is to be by air, this deadline can be extended to October 1st.

QUANTITIES LESS THAN MINIMUM QUOTED

On orders for quantities less than the minimum listed, there will be a charge of \$2.50, if the order is without ad copy. This charge will be \$3.50, if ad copy is specified.

INDIVIDUAL MAILING

Individual mailing service is available at a charge of 25¢ net, per unit. This is in addition to the cost of the mailer, postage, and insurance. Customer must supply gummed addressed labels and also an alphabetical list with names and addresses in duplicate.

SHIPPING METHODS AND INSURANCE

Unless requested not to do so we will insure each shipment and bill for such insurance expense. All shipments and individual mailings will be insured at listed prices. Orders not showing shipping instructions will be forwarded according to our best judgment.

ALL AD COPY EXTRA

All prices are listed WITHOUT ad copy or personalization except No. 614 The Big Inch Rule.

FEDERAL EXCISE TAX

In our interpretation, the Internal Revenue Service ruling, R.E.V. RUL. 58-125, exempts items offered in this catalog from the Federal Retailers Excise Tax, if sold for disposition as prizes, sales premiums, incentive awards, or favors to employees and preferred customers, such as executive gifts and advertising specialties.

PRICES

All prices and sales subject to our acknowledgement and its terms. The right is reserved to withdraw any item or items and to change all quoted prices without notice. All prices net, F.O.B. our warehouse, Chicago.



605

The Flair

For mantel decoration, for the candlelit dinner table, for lighting enchantment on the patio—the Flair is a new and smart remembrance gift idea. A glass chimney rests on a heavy base made of nickel-plated metal and hand rubbed walnut. The glimmering glass of the chimney, the lustrous metal, and the polished wood total up to an exquisite lamp of remarkable good taste.

Lamp is 9½-inches tall, 4-inches wide. Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 605	\$7.20	\$7.00	\$6.80	\$6.60

A

The Triad

At dinner tables—with arrangements of china or flowers—and on sideboards and mantels—the Triad will be notable.

The softly polished walnut base holds three bright metal tubes of varying heights. Candles are standard tapers; replacements available at retail stores. Base is 4-inches square, with openings in which holders of varying heights stand firmly. Maximum overall height, including base is 3⅞-inches.

Packed in black and silver gift box with three 12½-inch candles and romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 629	\$3.60	\$3.50	\$3.45	\$3.10	\$2.80

Design Patents Pending.

MAILERS AVAILABLE at 15¢ each, net.

1-3A 4B 5C

The Silhouettes

The tall, slim Silhouette candle holders are stately and proud. Their clean and simple lines make them a lighting and decorating sensation at the dinner table, on the buffet, or in any setting where grace and beauty are desired. The candle holders are solid metal, perfectly balanced and plated with a gleaming nickel finish.

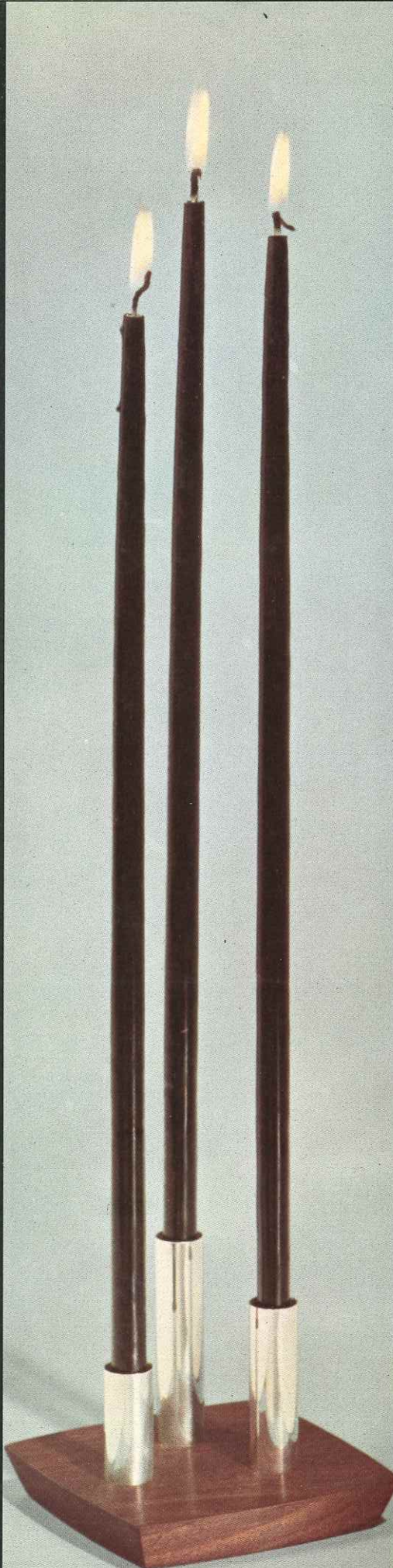
The Silhouette candle holders come in pairs, complete with 12½-inch tapers which are replaceable at retail counters. Holders are 6¼-inches tall, measure 2½-inches wide at the base. Most attractively packaged in a black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 621	\$6.30	\$6.20	\$6.10	\$5.45

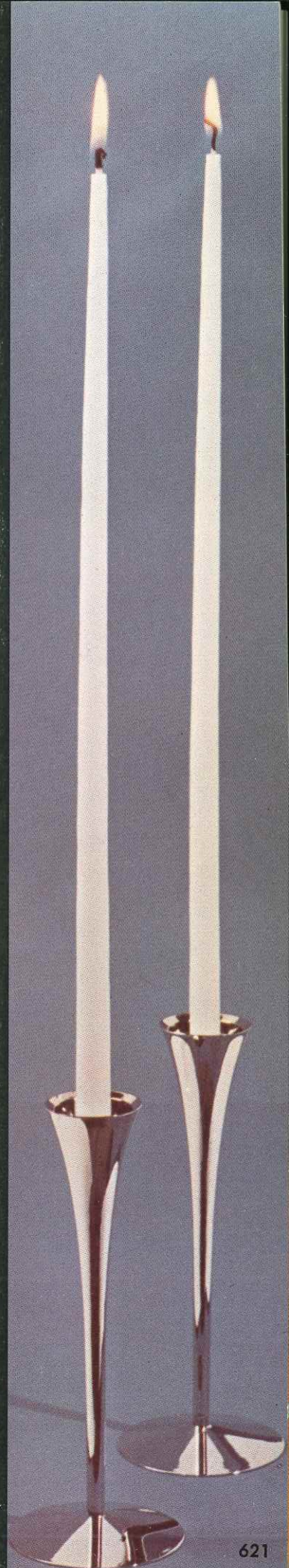
Design Patents Pending.

MAILERS AVAILABLE at 16¢ each, net.

1-3A 4B



629



621



558



501



532

The Kalmar Fruit Bowl

From Sweden comes the Kalmar Fruit Bowl, hand-finished of chrome-nickel stainless steel and grained walnut. Holds fruit or a flower arrangement in shining beauty. Bowl consists of a curved sheet of shimmering stainless steel with polished walnut sides, and matching feet.

Dimensions: 10 by 8½ by 4½ inches. Packed in an attractive gift mailer at no extra charge, with appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 532	\$12.00	\$11.70	\$11.50	\$11.30

U.S. Patent D-192,375 and foreign patents.

A

The Torsby Salt and Pepper Set

Modern in appearance with traditional Scandinavian craftsmanship—the pride of the host and hostess. The Torsby Salt and Peppers are carefully turned of butter-smooth teak and topped with brushed stainless steel.

Shakers are about 3-inches tall, 1¾-inches in diameter. Gift-packaged in deluxe black and silver platform gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 558	\$2.40	\$2.30	\$2.20	\$1.95	\$1.75

Design Patents Pending.

MAILERS AVAILABLE at 14¢ each, net.

1-3A 4B 5C

The Gustav Beer Mug

Here's a manly trophy! Here's a tankard full of friendship! Here's the Gustav—a beer mug such as few men have ever had! The trophy quality Gustav is made in Sweden of heavy 18/8 chrome-nickel stainless steel. The sturdy base and the accents on the handle are golden teak, hand rubbed to a soft glow.

The mug has a capacity of more than 12 ounces and measures 5½-inches high and 3½-inches wide at the bottom. Packaged for pleasure in a gift mailer at no extra charge, with an appropriate romance card. See inside back cover for engraving cost.

	12-24	25-49	50-99	100 and up
No. 501	\$14.50	\$14.00	\$13.50	\$13.25

Design Patents Pending.

A



505

The Gallivare

Seldom has a serving dish been given such grace and loveliness! And this has been accomplished by Swedish craftsmen in 18/8 chrome-nickel stainless steel. Its contoured form makes it a unique gift. Compartments can hold paté, hors d'oeuvres, cheese, crackers, candies, mints, relishes, dips, etc. . . . to meet the needs of a whole evening's entertaining. The dish is practical on the coffee table, dinner table or buffet.

With the bearing the Gallivare is a functional and resplendent Lazy Susan. Used alone, without the bearing, it is a superb serving tray. Dish measures approximately 14½-inches in diameter. It is packaged in an attractive gift mailer at no extra charge, with romance card. Design Patents Pending.

	12-24	25-49	50-99	100 and up
No. 505 (Dish)	\$16.00	\$15.60	\$15.30	\$15.00

A

No. 504 (Bearing) \$2.50 each for any quantity

C

The Svaneholm Snack Tray

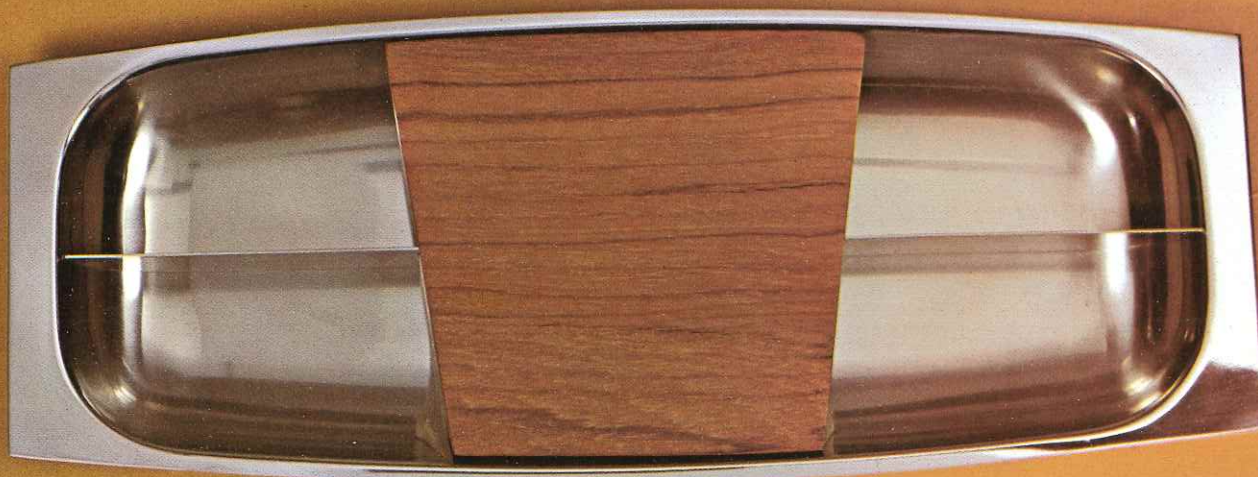
This 18/8 chrome-nickel stainless steel tray is a masterpiece of utility. Just the thing for bread, rolls, snacks or as a lovely decorative centerpiece for the table. Adding a solid walnut cutting block and two stainless steel dividers gives you a four-compartment snack tray. Take away a divider, and you have three compartments. Take away the other divider and you still have two. Remove the block and dividers for a full prize-quality 15½ by 6-inch tray for a dozen uses more! This is versatility seldom found in a single serving tray.

Gift-packaged in a black and silver gift box protected with a gray kraft sleeve and accompanied by an appropriate romance card.

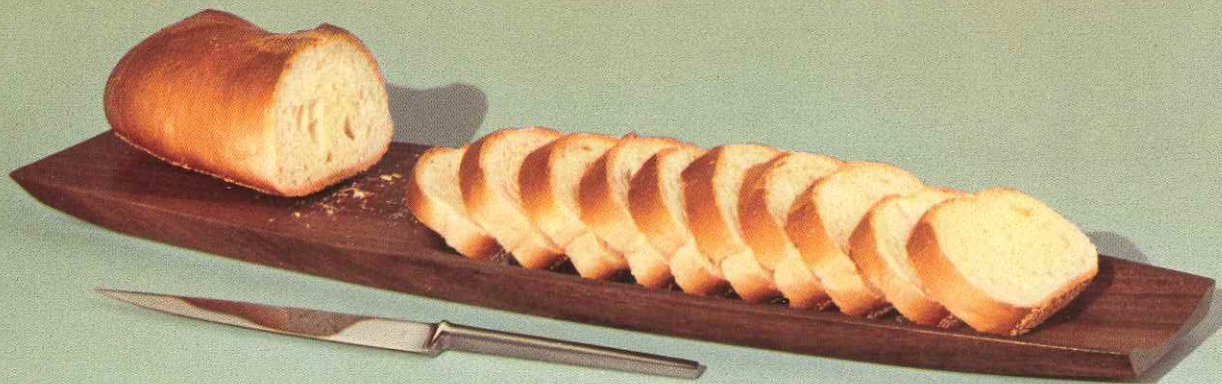
	12-24	25-49	50-99	100 and up
No. 579	\$10.90	\$10.60	\$10.30	\$10.00

MAILERS AVAILABLE at 16¢ each, net.

A



579



875

The Christiania

There's a touch of American Colonial in the Christiania bread tray, crafted in a modern mood by Dutch wood carvers. The wood is polished teak, gracefully carved. One end serves as a cutting board for cheese, sausage or bread. The other end holds the bread slices. The stainless steel Chefette Knife as illustrated is optional.

The cutting block has an area of 36 square-inches. Overall length of the bread tray is 20-inches, width 6-inches, depth 7/8-inches. Packaged in black and silver gift box with suitable romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 875	\$7.80	\$7.60	\$7.40	\$6.55	\$5.90

No. 459 Chefette Knife optional at \$2.15 in any quantity. C

U. S. Patent D-189,243

MAILERS AVAILABLE at 25¢ each, net.

1-3A 4B 5C

The Haakon Server

Teak and Swedish chrome-nickel stainless steel combine to make an exquisite server for parties and dinners. The two removable triangular shaped dishes will hold spreads, olives, relishes and other moist foods. The hand-crafted tray, a product of Holland, is suitable for a cutting or spreading board; the other section is intended to hold cheese, crackers, dinner mints, snack breads, etc.

The unique Haakon Server is 14-inches in diameter. Packaged in a gift box of black and silver, ready for giving, accompanied by a romance card.

	12-24	25-49	50-99	100 and up
No. 588	\$14.50	\$14.10	\$13.80	\$13.50

MAILERS AVAILABLE at 30¢ each, net.

A



588

The Asgaard Salt and Pepper Set

Salt and pepper shakers take on new form in the Asgaard motif. The oval shakers are of always-bright, non-tarnishing 18/8 chrome-nickel stainless steel. The Asgaards are radiant jewels, brilliant with the finest sterling, china and crystal. Elegant—unusual—eminently satisfying.

Shakers are 1¾-inches tall and 1½-inches wide. Packaged in sets of two or four in a handsome platform gift box, with an appropriate romance card.

No. 557-2 (Set of 2)

25-49	50-99	100-249	250 and up
\$ 6.30	\$ 6.20	\$ 6.10	\$ 5.45

No. 557-4 (Set of 4)

\$12.30	\$12.10	\$11.90	\$10.70
---------	---------	---------	---------

Design Patents Pending.

MAILERS AVAILABLE at 14¢ each, net.

1-3A 4B



La Petite

Relishes look fresh, and their colors are accented, when held in this gracious stainless steel tray — a bright spot at the dinner table. Although the tray was designed especially for relishes it can be used for general utility purposes: to hold a row of crackers, a butter quarter, mints, chocolates or as a decorative trophy. La Petite was formed by Swedish craftsmen from 18/8 chrome-nickel stainless steel into a citation quality tray!

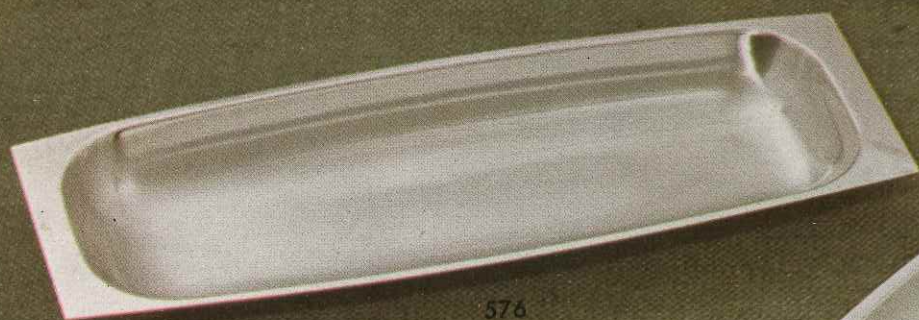
Tray measures 3½ by 10-inches. Packaged in a black and silver gift box with an appropriate romance card. See inside back cover for engraving cost.

	25-49	50-99	100-249	250-499	500 and up
No. 568	\$3.90	\$3.80	\$3.75	\$3.35	\$3.00

MAILERS AVAILABLE at 13¢ each, net.

1-3A 4B 5C





576



509



519

The Kungsholm-Gripsholm-Svaneholm

Trophy quality in stainless steel. Made in Sweden by craftsmen whose work is the product of centuries of tradition. The most modern techniques in metallurgy and chemistry perfected this 18/8 chrome-nickel steel. The result is a symphony of durability and shining loveliness cast in metal. These are gifts for a lifetime.

THE KUNGSHOLM measures 17½ by 10⅞-inches. It is large enough for a turkey, roast, or ham ready for carving.

THE SVANEHOLM is full size too, measuring 15½ by 6-inches. It is a masterpiece of utility. Just the thing for bread, rolls, for snacks, for hors d'oeuvres, or for relishes. Is also a lovely decorative centerpiece for the table.

THE GRIPSHOLM is 12½ by 7¾-inches. Ideal for candies, nuts, hors d'oeuvres, sandwiches, and cake. A wonderful platter for sizzling steaks, too. Can be placed directly under the broiler without damage.

All are packed with romance cards in deluxe gift boxes. See inside back cover for engraving costs.

	12-24	25-49	50-99	100 and up
No. 519 Kungsholm	\$12.80	\$12.40	\$12.00	\$11.80
No. 510 Gripsholm (set of 2)	12.60	12.30	12.00	11.70
No. 509 Gripsholm (Single)	6.60	6.40	6.20	6.10
No. 576 Svaneholm	7.70	7.40	7.20	7.00

U. S. Patent D182,626.

MAILERS AVAILABLE: 509 and 510, 14¢; 576, 16¢; 519, 22¢ each, net.

A



The Landskrona

Created to function as a vegetable dish with a cover to keep foods warm or as two separate serving dishes—The Landskrona is a welcome and much desired gift. These beautiful dishes are identical in form and shape, except that one is slightly deeper than the other. Swedish craftsmen formed them from 18/8 chrome-nickel stainless steel.

You may select the Landskrona as a complete set—dish with cover, or either dish. Both pieces are 9½ by 7½-inches. One dish is 1¾-inches high, the other 1¼-inches high.

Attractively packaged in a black and silver gift box with appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 526 (Set)	\$12.25	\$12.00	\$11.75	\$11.50
No. 527 (Shallow bowl)	\$ 6.40	\$ 6.20	\$ 6.00	\$ 5.90
No. 528 (Deep bowl)	\$ 6.80	\$ 6.60	\$ 6.40	\$ 6.30

Design Patents Pending.

MAILERS AVAILABLE at 17¢ each, net.

A

The Borgholm

Stainless steel is increasingly popular at even the most fashionable dinner tables. And stainless steel is at its brilliant best in the Borgholm divided vegetable dish. The Borgholm is designed to hold two vegetables at a time: peas and carrots, spinach and sweet potatoes or any other combination on the menu. Also suitable for relishes, dips and a manifold of other serving occasions.

The dish is formed of 18/8 chrome-nickel stainless steel—non-tarnishing, beautifully durable and made in Sweden.

Size: 12½ by 8 by 1½-inches. Comes in black and silver box with romance card.

	12-24	25-49	50-99	100 and up
No. 512	\$7.70	\$7.50	\$7.30	\$7.15

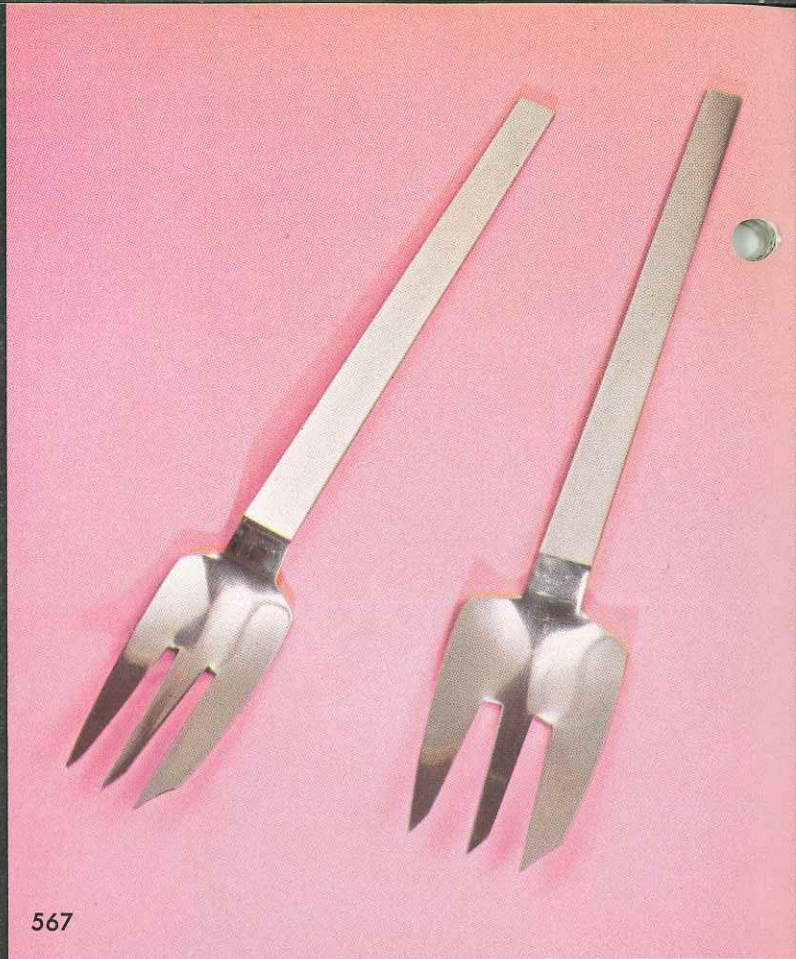
U.S. Patent D182,626.

MAILERS AVAILABLE at 18¢ each, net.

A



512



The Viennese Serving Spoons

The Swordsmakers of Steyr in Austria have adapted an American design to bring you this lovely set. The Viennese Serving Spoons are made of solid stainless steel, polished to sparkle a lifetime without staining or rusting. Perfect for serving vegetables, salad or at the buffet.

Handles are offset so they will rest on the edge of the serving dish. The bowl of the vegetable spoon is slotted to let the juice drain off and make serving carefree. The sleek lines of the spoons are such that they blend readily with traditional or modern silverware at any dinner table.

Spoons are 9 $\frac{7}{8}$ -inches long. Packed in a fine flannel roll in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 565	\$5.10	\$4.90	\$4.30	\$3.85

Design Patents Pending.

MAILERS AVAILABLE at 11¢ each, net.

1-2A 3B 4C

The Viennese Serving Forks

Matched serving forks of distinguished appearance and a range of uses that stretches from cold buffet service to the most formal dress parade dining. These lovely forks, 10 $\frac{1}{2}$ -inches long, are table companions of the festive Viennese Serving Spoons on this page and match them in quality, appearance and value. They have powerful gift appeal alone but also the extra advantage of re-enforcing your remembrance program. Used to precede or follow the Serving Spoons, they establish a gift sequence that is evidence of your careful thought and planning.

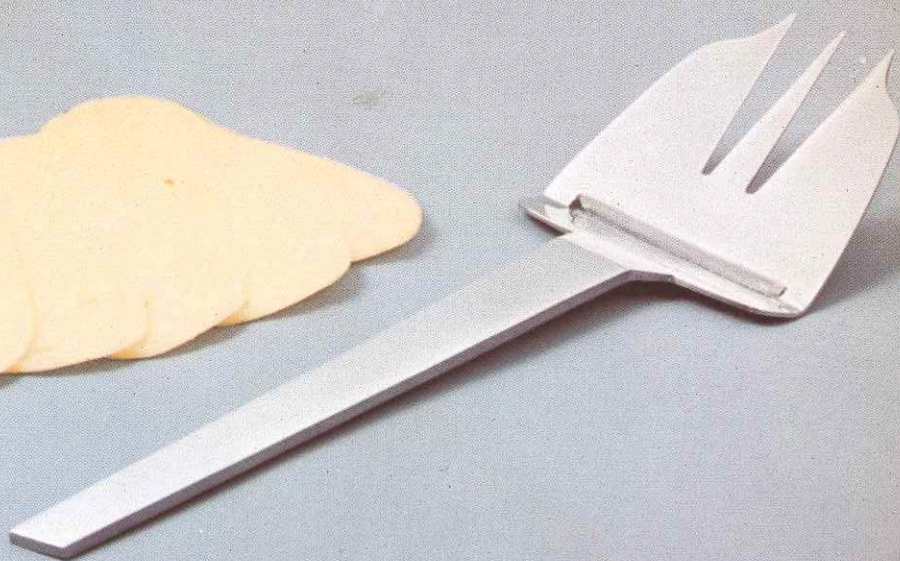
Beautiful, everlasting, easy-care stainless steel, luxury-crafted by old world artisans.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 567	\$5.10	\$4.90	\$4.30	\$3.85

MAILERS AVAILABLE at 13¢ each, net.

1-2A 3B 4C



339

The Viennese Slicer-Server

Made in Austria of fine stainless steel and in the same design as the Viennese Serving Spoons and Forks. With The Viennese Slicer Server, host or guest can easily slice cheese smoothly with a single stroke. Between the tines and handle is a serrated blade. Simply glide the underside of the Server backward over the cheese and the slice, sliver thin or man size thick depending on pressure exerted, appears on the top surface. The server may also be used as a fork with meat and other foods.

The Server is 8 $\frac{5}{8}$ -inches long, 2 $\frac{3}{4}$ -inches wide. Packaged in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 339	\$2.95	\$2.85	\$2.80	\$2.50	\$2.25

Design Patents Pending.

MAILERS AVAILABLE at 13¢ each, net.

1-3A 4B 5C



477

The Continental Set

Designed to American tastes and made in Italy these happily useful knives will be a joy forever. One knife, for preparing grapefruit, is shaped to cut the fruit free from the rind in almost a single motion. Edges are serrated. The half-round bladed knife is for slicing tomatoes without crushing the fruit. Its edges, too, are serrated. The third knife is for peeling or slicing and has an extra-long handle to make the job easy.

The knives, styled for today's living, are forged from a single piece of stainless steel. Each measures 6 $\frac{7}{8}$ -inches in length.

The Continental Set comes in a fine flannel roll, packaged in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 477	\$4.40	\$4.20	\$3.75	\$3.35	\$3.25

Design Patents Pending.

MAILERS AVAILABLE at 10¢ each, net.

1-2A 3B 4-5C



313

The Tuscany Steak Knives

Lovely lines sweeping into bold planes mark this set of imported European steak knives. Forged in one piece from solid stainless steel and hand polished to a luxurious contrasting satin and bright finish, they make a truly flattering gift in the best of taste. Eight inches long, tip to tip, and scientifically weighted, balanced, and sharpened, the Tuscany Steak Knife Set is a superb quality gift at a practical price. Here is extraordinary value in a life-time remembrance. Give these Tuscany Knives with confidence. You can be sure they will be welcomed and used.

Packed in a fine flannel roll in a deluxe black and silver gift box with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 313	\$6.65	\$6.55	\$5.85	\$5.28	\$5.20

Design Patents Pending.

MAILERS AVAILABLE at 11¢ each, net.

1-2A 3B 4-5C

Mood Moderne

Winner of the GOOD DESIGN AWARD of the Museum of Modern Art

This flatware is not only designed for beauty, but for functional use as well. The unusual shape of the knife blade, together with the extreme concavity of the forks and spoons, makes dining both easier and more pleasant. All the implements are full size. The Dinner Fork measures 8", Dinner Knife 8¾", and Soup Spoon 7¾".

The knives, forks and spoons are made of high quality stainless steel. All of the implements are beautifully satin finished, with highly polished blades on the knives. Supreme in design, incomparable in quality, this lovely flatware was made by European master craftsmen with centuries of experience in cutlery making behind them. It is a gift of which you can be very proud.

This set comes wrapped in a fine flannel pouch that can be used permanently. Packed in a black and silver gift box with an appropriate romance card.

		6-11 Sets	12-24 Sets	25-49 Sets	50 and up Sets
No. 1424	6 pc. place setting. Service for four (24 pcs.)	\$17.15	\$16.65	\$16.45	\$16.25
No. 1636	6 pc. place setting. Service for six (36 pcs.)	25.55	24.75	24.25	24.00
No. 1848	6 pc. place setting. Service for eight (48 pcs.)	33.65	32.70	32.10	31.80
No. 1420	5 pc. place setting. Service for four (20 pcs.)	13.30	13.00	12.75	12.65
No. 1630	5 pc. place setting. Service for six (30 pcs.)	19.65	19.15	18.85	18.65
No. 1840	5 pc. place setting. Service for eight (40 pcs.)	26.00	25.20	24.80	24.60
No. 1416	4 pc. place setting. Service for four (16 pcs.)	11.35	11.05	10.85	10.75
No. 1624	4 pc. place setting. Service for six (24 pcs.)	16.70	16.25	15.95	15.80
No. 1832	4 pc. place setting. Service for eight (32 pcs.)	22.05	21.45	21.05	20.85

Six-piece place setting consists of salad fork, dinner fork, dinner knife, butter spreader, soup spoon and teaspoon.

For five-piece service—eliminate butter spreader.

For four-piece service—eliminate butter spreader and salad fork.

U. S. Patent Nos. D-173,784, D-173,785, D-173,786

MAILERS AVAILABLE at 15¢ each, net.

C





306



335



317



40

The Delmonico Carving Set

These are beautiful carving instruments, and are every bit as good as they look. Hot forged and quenched from ever-lasting stainless steel and polished to a glowing satin and mirror finish they represent some of the finest work of the Ancient Guild of Swordsmakers of Steyr, in Austria.

The set consists of the basic carving knife, a ham and beef slicing knife, and a serving fork. The design is Modern American which means that blade contour is the most efficient known for carving; that weight and balance are exactly what they should be to make the job of carving easy. The cutting edges of the knives are scientifically ground to stay keen longer, and to make re-sharpening easy. The Carving knife is 13½-inches, the Ham slicer 14-inches and the Fork 11-inches.

Packed with an appropriate romance card in an original import case proudly displaying the imprint of the Austrian Swordmaker's Guild on the cover. Also may be had in a fine flannel roll, neatly tied and gift boxed.

No. 306 (in import case)

12-24	25-49	50-99	100-249	250 and up
\$10.70	\$10.50	\$10.30	\$9.20	\$8.25

No. 365 (in flannel)

\$9.30	\$9.10	\$8.90	\$7.90	\$7.10
--------	--------	--------	--------	--------

MAILERS AVAILABLE #365 @ 11¢; #306 @ 16¢ each, net.

1-3A 4B 5C

The Delmonico Steak Set

This lovely set of matched steak knives was compounded of 20th century magic in metallurgy and a thousand years of skill and experience in making the world's finest cutlery. The Swordsmakers of Steyr in Austria hot forged these knives of everlasting stainless steel, and hand finished them to a glowing satin and mirror finish. They will never rust, stain, chip, nor tarnish.

Each blade is scientifically shaped for efficient cutting, precisely weighted and balanced, and hand honed to a razor edge. This set is made for use, and intended for a lifetime. It is a most fitting way to remember a friend, and to insure that he remembers you. Overall length is 8-inches.

Packed with an appropriate romance card in an original import case stamped with the crest of the ancient Swordmaker's guild. Also available in a fine flannel roll, neatly tied and gift boxed.

No. 317 (in import case)

12-24	25-49	50-99	100-249	250 and up
\$9.40	\$9.20	\$9.00	\$8.00	\$7.20

No. 318 (in flannel roll)

\$8.60	\$8.40	\$8.20	\$7.25	\$6.50
--------	--------	--------	--------	--------

MAILERS AVAILABLE # 317 @ 13¢; #318 @ 11¢ each, net.

1-3A 4B 5C

The Delmonico Steak Knife Ensemble

Steak knife edges last longer when individually protected from other cutlery, and the Delmonico Steak Knife Stand was constructed to give that kind of protection. It has six slots so knives rest vertically and independently—and show-off brilliantly!

Stand is made of teak and measures 9⅞-inches tall and 4⅞-inches in diameter. With six Delmonico Steak Knives it can be carried easily to buffet, dinner or picnic table, where diners can select their own knives.

Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100-249	250 and up
No. 335	\$11.70	\$11.50	\$11.30	\$10.10	\$9.10

1-3A 4B 5C

The Delmonico Game Shears

These powerful game shears have much to recommend them as prestige builders. The appearance is distinguished: they have the same sleek streamlining as the Delmonico Steak and Carving Sets. The design is ingenious, the workmanship flawless, and the construction rugged.

A tool of such superb quality is welcome in any household. The compound action snips through poultry bones with ease. With one serrated blade, short work is made of trimming and cutting the toughest gristle. These shears have proved a great help in cutting frozen foods, too.

Made of tempered scissor-steel, the instrument is fully chrome plated, and hand polished to a beautiful bright and satin finish. A concealed spring pushes the handles apart. The action is positive and dirt-proof. Length is 10½-inches.

A remembrance with impact, reflecting a value far beyond its cost.

Packed in a fine gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 40	\$4.90	\$4.70	\$4.60	\$4.10	\$3.65

U.S. Patent D-176,994

MAILERS AVAILABLE at 10¢ each, net.

1-3A 4B 5C



307

The Delmonico Steak and Carving Set

If you want to cause a stir with your gift, send this combination. Rarely has anything so impressive been seen on the gift market. The set is composed of the Delmonico Carving Set plus the Delmonico Steak Set illustrated on the previous page. Packaged in a slide-top original import case imprinted with the crest of the Ancient Swordsmakers' Guild of Austria. A suitable romance card is also included. Anyone seeing this package knows immediately that here is something extraordinary and very, very special. And they would be right. Quality is implicit in every shining inch of these sleek, beautiful implements. Send this Delmonico Set, it will mark you as a man to remember.

	12-24	25-49	50-99	100-249	250 and up
No. 307	\$19.10	\$18.80	\$18.50	\$16.50	\$14.75

MAILERS AVAILABLE at 19¢ each, net.

1-3A 4B 5C

The Delmonico Opener

The Austrian Swordsmakers have put all the skill at their command into the form and function of The Delmonico Bottle and Beverage Can Opener. It opens bottles and punches cans with a solid lift; the long sturdy handle gives excellent leverage.

All stainless steel with satin finished handle and bright polished piercer. The implement measures approximately 7-inches by 1½-inches.

Packed in a black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 408	\$2.30	\$2.25	\$2.20	\$1.95	\$1.75

MAILERS AVAILABLE at 12¢ each, net.

1-3A 4B 5C



408

The Napoleon Cognac Server

This is the kind of gift a man likes and so seldom gets: cognac glasses and tray—a gift he'll feel is absolutely his own! The set consists of a fine wood tray and six stunning brandy or cognac glasses. The tray has insets to hold the glasses firmly in place. Tray handles are rectangles of satin finished Swedish chrome-nickel stainless steel. The hand blown glasses have 5-ounce capacity and come from Czechoslovakia, the home of fine glassware.

Overall length of the server is 24-inches, width—4¼-inches, height, including glasses—4½-inches. Packaged in an attractive gift mailer at no extra charge with an appropriate romance card.

	12-24	25-49	50-99	100 and up
No. 603	\$12.50	\$12.00	\$11.75	\$11.50

Design Patents Pending.

A

La Reine

Shimmering loveliness in glass from the hands of Old World master craftsmen. Tinted a delicate smoke-topaz and hand-blown, the result is a glass of unusual clarity and brilliance.

Designed to lend an air of smooth sophistication to any setting, this sparkling decanter set is light, well balanced, and ever so easy to use. The La Reine implies a compliment: the individual receiving it knows at once that he is regarded as having an understanding and appreciation of fine things.

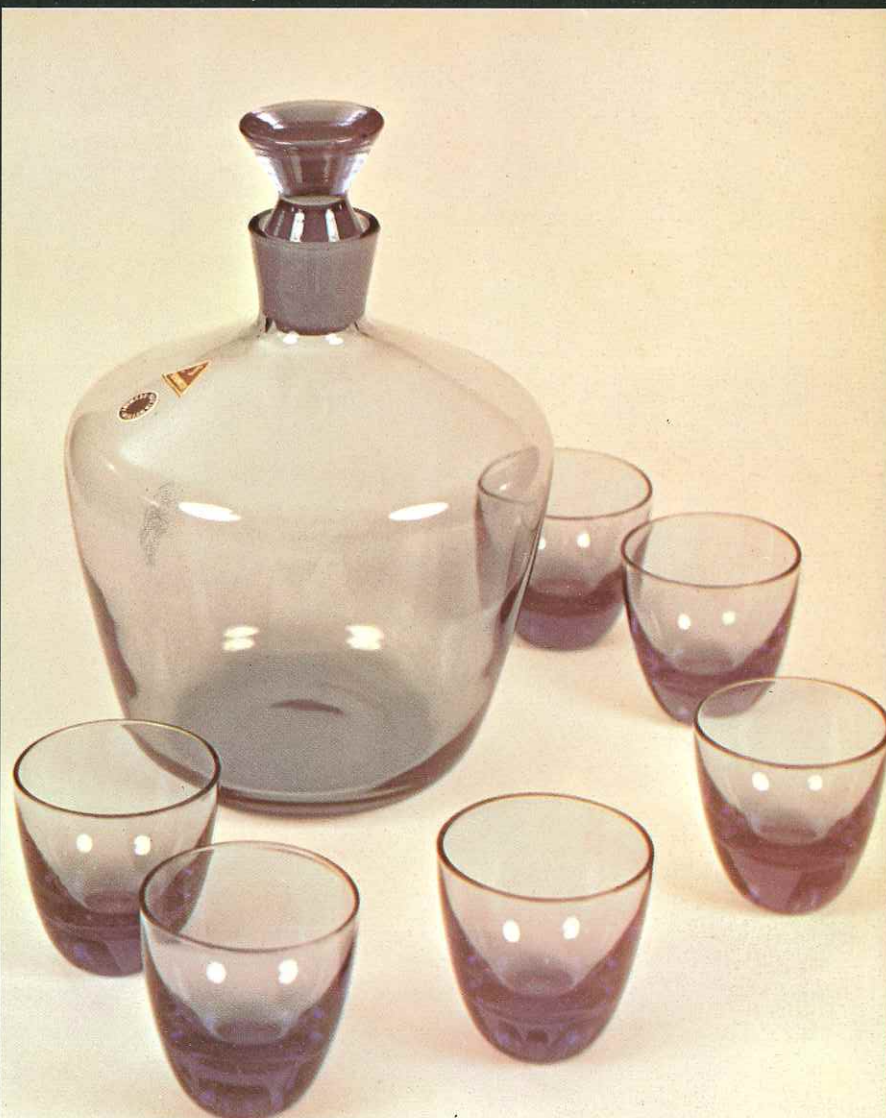
Packed in a gift box with suitable romance card.

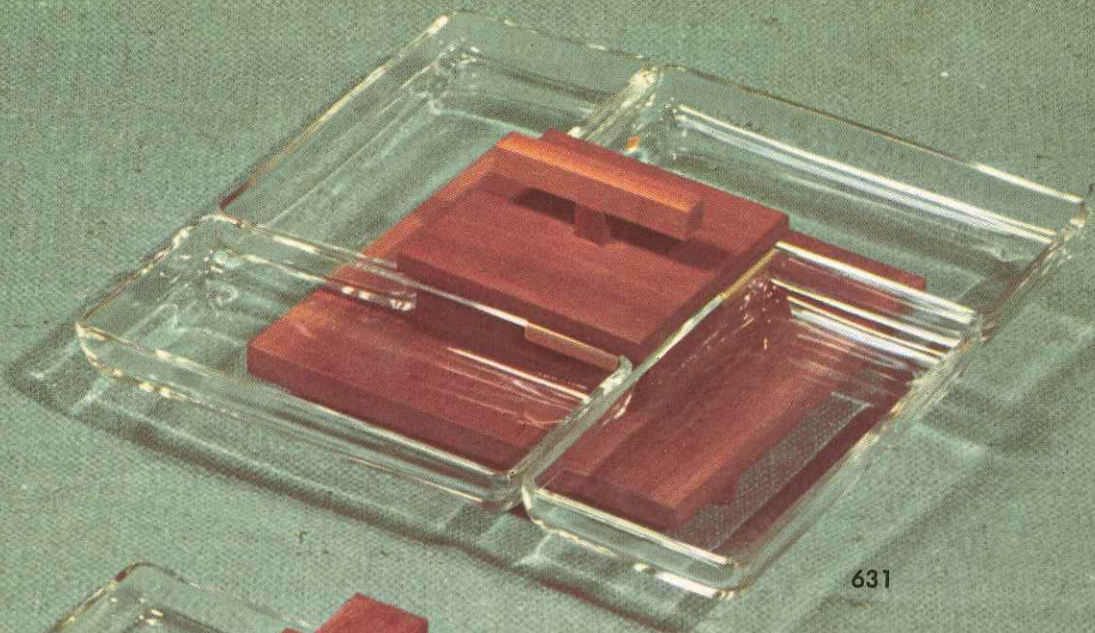
All that is needed to send the package on its way is a properly addressed mailing label.

	6-11	12-24	25-49	50-99	100 and up
No. 601	\$13.00	\$12.50	\$12.25	\$11.00	\$10.00

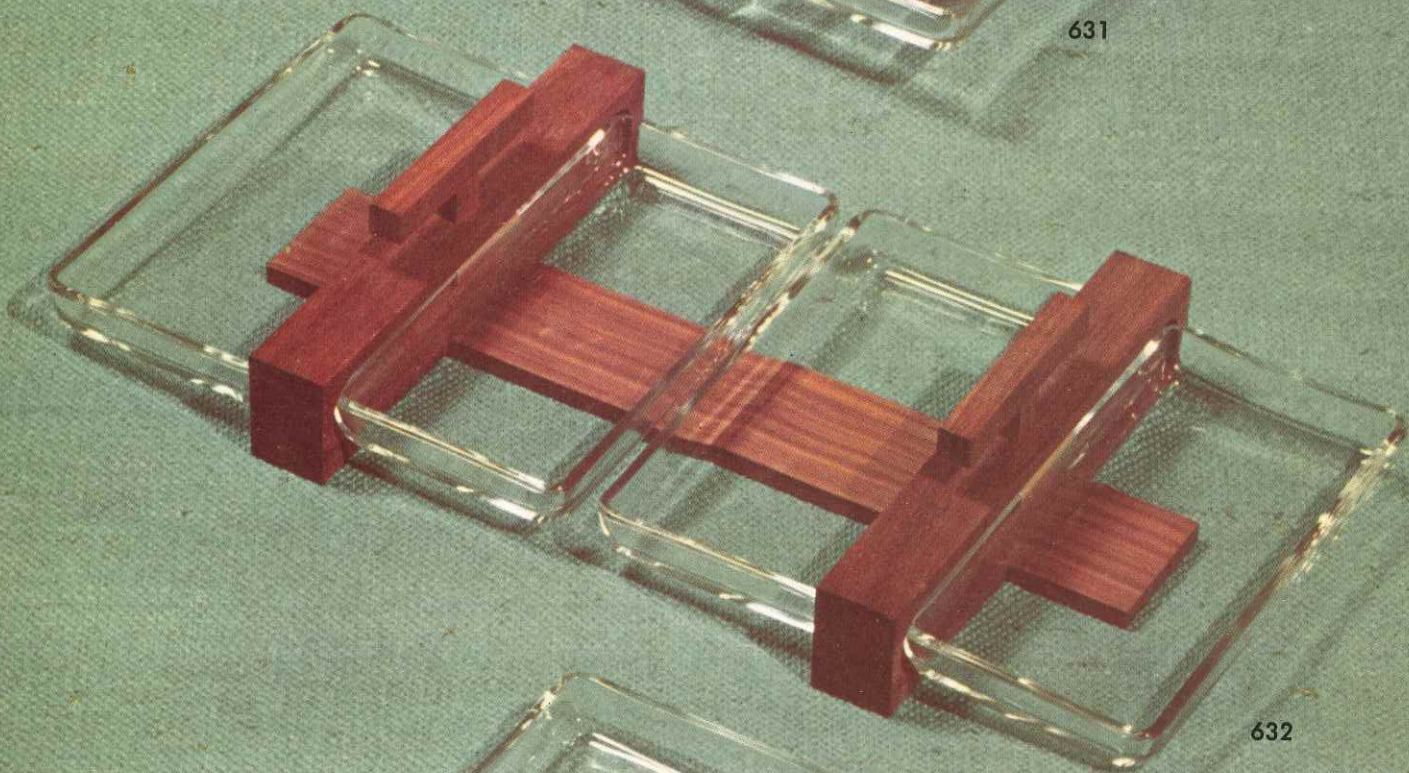
MAILERS INCLUDED at no extra charge.

1-3A 4B 5C

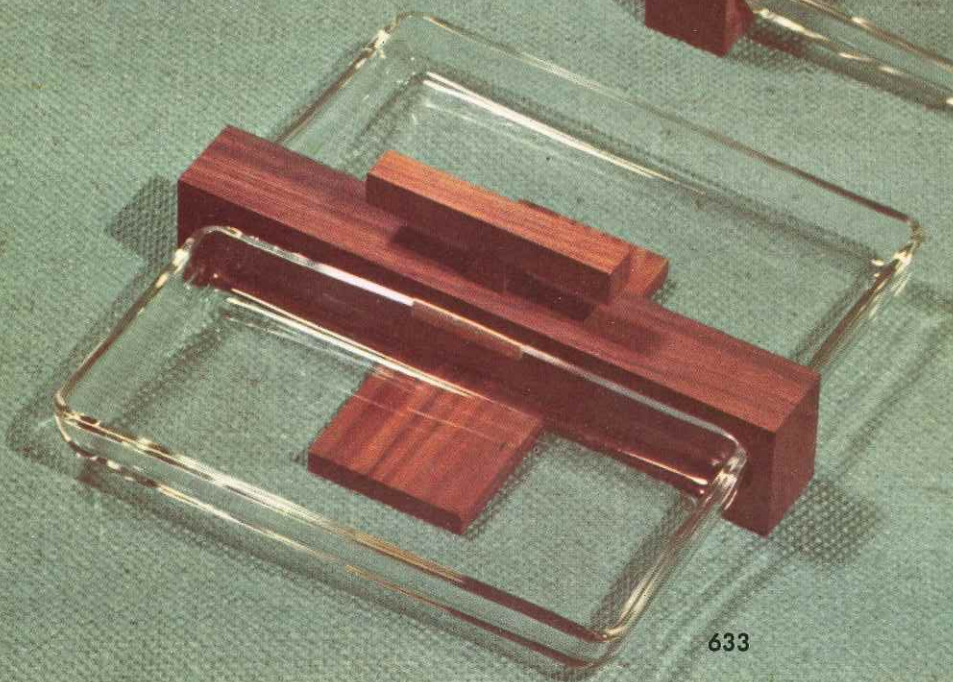




631



632



633

The Chalet Trays

The Chalet Trays are composed of rectangular-shaped, twinkling glass dishes, set in modular fashion on polished walnut supports. The lines are straight and simple, the profile low and the total effect one of extraordinary fine design and eminently good taste. They are a most happy fusion of wood and glass.

The dishes will hold relishes, pickles, crackers, spreads, dips, shrimp, sauces, candies, nuts or other dinner or party favorites. The dishes may be kept in the refrigerator until serving time and then clipped into place on the walnut supports where they are firmly held. Any dish can be lifted out for refilling without disturbing another. The glass dishes of all three Chalet units measure $3\frac{3}{4}$ by $7\frac{1}{2}$ -inches and are 1-inch high. Chalet Trays are packaged in an attractive mailer with romance card at no extra charge.

The Chalet Susan

The Chalet Susan has four dishes arranged in the shape of a square. The Susan is mounted on a bearing, on which it revolves easily and noiselessly. At buffet luncheons, cocktail parties and patio suppers the Susan will be a complete delight! $11\frac{1}{4}$ -inches square.

	12-24	25-49	50-99	100-249	250 and up
No. 631	\$11.00	\$10.70	\$10.50	\$10.30	\$9.20
1-4A 5B					

The Chalet Four-Tray Server

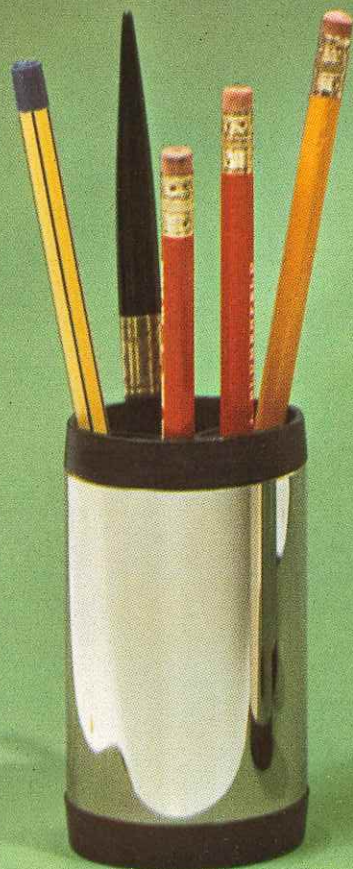
Four sparkling dishes are set neatly in a row — ready to hold shrimp, sauces, dip, cheese, crackers, candy or any other snack or dinner favorites. The Four-Tray Chalet is ideal for a formal dinner or party — and unexcelled for the buffet, family room gathering or a patio supper. Measures approximately $8 \times 16\frac{1}{2}$ -inches.

	12-24	25-49	50-99	100-249	250 and up
No. 632	\$8.60	\$8.40	\$8.30	\$8.20	\$7.35
1-4A 5B					

The Chalet Two-Tray Server

The Chalet Two-Tray Server will be used not only on party nights, but right at the family dinner table where it will help make even simple meals festive. The dishes will hold crackers, chips, pretzels and accompanying dip; shrimp and a favorite sauce; olives and pickles — or any other food favorites. $8\frac{1}{4}$ -inches square.

	12-24	25-49	50-99	100-249	250 and up
No. 633	\$5.10	\$4.90	\$4.80	\$4.70	\$4.20
1-4A 5B					



661



665



664

The Sentinel Set

Three desk items on the alert and eager to serve. All are cylinders of brass, brightly nickel-plated, with inserts and trim of velvety black plastic. The bright nickel surface is suitable for imprinting. Made in Germany except for the high quality Japanese lighter. Choose one, two or three of these Sentinel items, with or without printed message. Individually or as sets they are packaged in a black and silver gift box with appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 663* (All three)	\$8.40	\$8.20	\$8.00	\$7.10	\$6.35
No. 667* (661+664)	\$6.00	\$5.80	\$5.70	\$5.10	\$4.60
No. 662* (664+665)	\$6.00	\$5.80	\$5.70	\$5.10	\$4.60

MAILERS AVAILABLE at 16¢ each, net.
1-3A 4B 5C

Sentinel Pencil Caddy

Fumbling in the drawer for a useable pencil is a thing of the past when the Sentinel stands ready with a whole collection to choose from. The inside divider is designed so that pencils are separated and easy to select and grasp.

Size: 2" diameter by 4" high.

No. 661*

25-49	50-99	100-249	250-499	500 and up
\$2.60	\$2.50	\$2.40	\$2.10	\$1.85

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

Sentinel Cigaret Holder

Cigarets are quickly and neatly available at home or at work when they're in the Sentinel Cigaret Holder. It holds regular and king-size cigarettes.

Size: 2" diameter, 3" high.

No. 665*

25-49	50-99	100-249	250-499	500 and up
\$2.60	\$2.50	\$2.40	\$2.10	\$1.85

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

Sentinel Table Lighter

Men like to receive cigarette lighters, and here's one a man will proudly show on his desk or as proudly take home. The always-dependable lighter is chrome-plated. It is fitted snugly into the top of the cylinder, lifts out for fueling.

Size: 2" diameter, 3¼" high.

No. 664*

25-49	50-99	100-249	250-499	500 and up
\$3.70	\$3.60	\$3.50	\$3.10	\$2.80

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

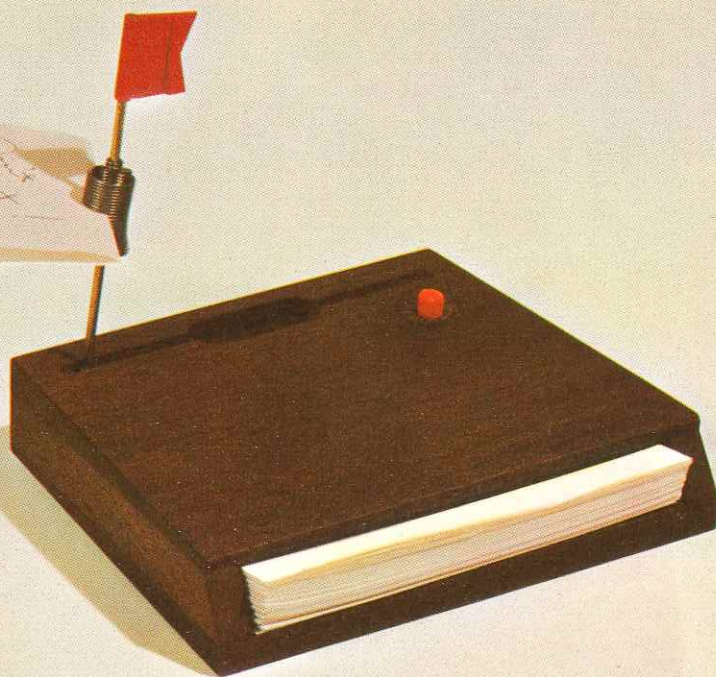
The Panic Button Memo

The Panic Button Memo is a new approach to a time-honored desk item. Simple lines combined with careful construction insure a durable style along with that touch of whimsy too often missing from the workaday scene. This novel fun-piece for the desk top holds a stack of 3 by 5 white paper for notes. Messages written on that paper can be slipped between the coils of the wire spring at the back edge of the holder. Press the red panic button. The spring is released vertically. A red plastic flag gives warning that here's a message calling for immediate action. The case is made of polished walnut and measures 6¼ by 4¾ by 1-inches. Comes complete with a packet of note paper which can be replaced at stationery counters. Gift packaged in a black and silver box, with a romance card. The top or the bottom of the case may be hot stamped in white. See inside back cover for costs.

	25-49	50-99	100-249	250-499	500 and up
No. 669	\$4.80	\$4.70	\$4.65	\$4.15	\$3.75

MAILERS AVAILABLE at 14¢ each, net.
1-3A 4B 5C Design Patents Pending.

*FOR ALL SENTINEL ITEMS SEE INSIDE BACK COVER FOR PRINTING AND ENGRAVING COSTS.



669



627

The Executive Six Foot Tape

It's a safe bet that you have never seen a 6-foot tape like this one! The Executive, because of its good looks and utility, earns and keeps a place on the desk top.

The case is square, made of walnut. A man will find it useful often because it's accurate, and durable through a thousand measuring jobs. The tape is steel, German-made and easy to read. Makes a fine paperweight, too.

Measures 2 by 2 by 1-inches.

Packed in a black and silver gift box with a suitable romance card.

	50-99	100-249	250-499	500-999	1000 and up
No. 627	\$1.95	\$1.90	\$1.70	\$1.50	\$1.45

MAILERS AVAILABLE at 11¢ each, net.
1-2A 3B 4-5C

The Executive Lighter-Letter Opener

Two important desk items are neatly combined in The Executive Lighter-Letter Opener. One end of the smooth walnut handle holds a metal letter opener—the other a compact, yet efficient lighter. Both the blade and the lighter are gold-colored. The lighter is readily removable for fueling. The Executive is a remarkable double-duty desk piece, distinguished and utilitarian.

Measures 9¼-inches in length.

Packaged in a black and silver gift box with appropriate romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 652	\$3.50	\$3.40	\$3.30	\$2.95	\$2.65

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

The Executive Set

The two Executive items, the tape and the lighter-letter opener make a truly fine gift when packaged together. As a set they are packaged in a black and silver gift box with romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 653 (627+652)	\$5.15	\$5.05	\$4.95	\$4.40	\$3.95

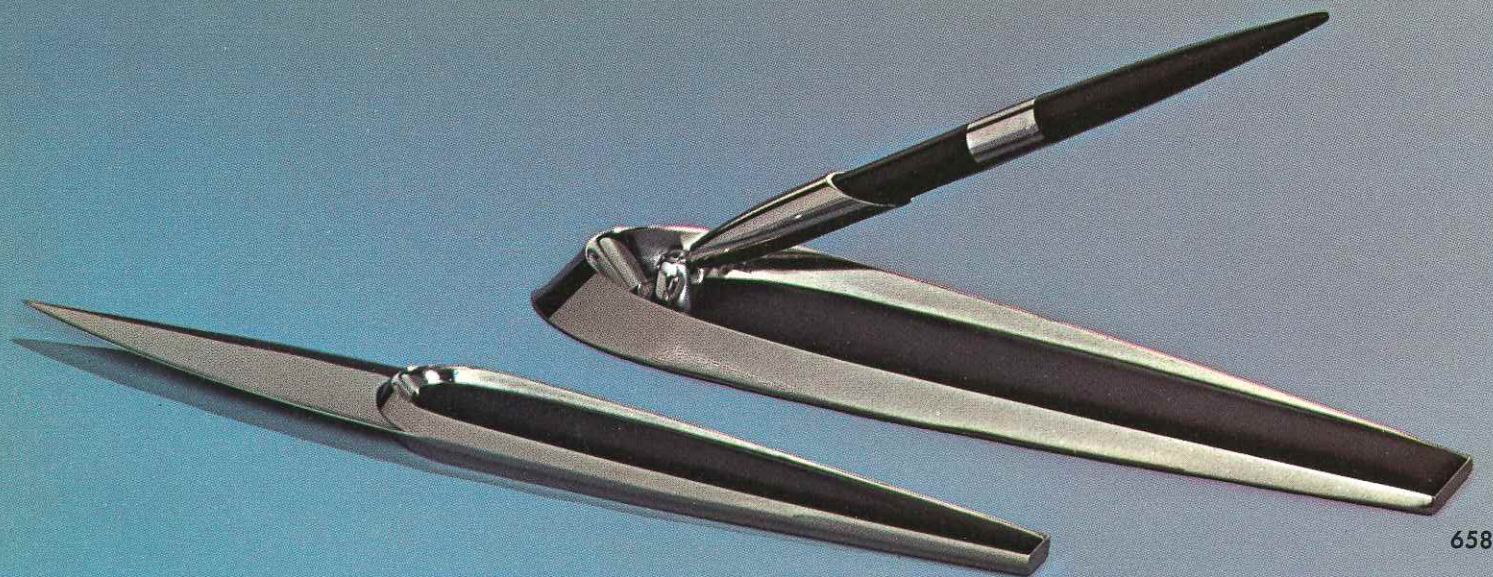
MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B 5C

BRASS NAMEPLATES ARE AVAILABLE FOR NOS. 669, 627 AND 652 AT 10¢ EACH, NET, PLUS ENGRAVING COSTS. SEE INSIDE BACK COVER FOR DETAILS.



652

19



The Caravelle Pen Stand

The regal appearance and genuine quality of the Caravelle Pen Stand will place it on the finest desk in any home or office. It's an aristocratic combination of gleaming nickel-plated metal and luxurious black leather, rich in value. 9 by 2- inches. Name, initials or ad copy can be silver stamped on the black leather or put on a leather swatch on the bottom of the base. See page 32 for details. Packed in an attractive black and silver gift box with romance card. Design Patents Pending.

	25-49	50-99	100-249	250 and up
No. 658	\$5.20	\$5.00	\$4.90	\$4.35

No. 658S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.

MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B

The Caravelle Letter Opener

A well equipped desk needs a letter opener: The Caravelle has a quality that will keep it on top of the most distinguished one! The letter opener is smoothly nickel-plated and given accent and contrast by the black, soft leather insert in the handle. 10-inches long.

Name, initials or ad copy can be silver stamped on the black leather. See page 32 for details.

Packaged in a black and silver gift box with suitable romance card.

	25-49	50-99	100-249	250 and up
No. 780	\$3.90	\$3.80	\$3.70	\$3.30

Design Patents Pending.
MAILERS AVAILABLE at 11¢ each, net.
1-3A 4B

The Caravelle Desk Pad

Notepaper is kept at hand, in one place, neatly stacked, ready to use, and available without fumbling, in the Caravelle Desk Pad. This attractive holder, made of nickel-plated metal and durable black plastic, is given an air of elegance with a covering of black leather. It is packed with 150 4x6-inch sheets of white bond notepaper which can be replaced at stationery counters. Names, initials or ad copy can be silver stamped on the padded black leather, or put on a leather swatch on the bottom of the base. See page 32 for details.

Measures 4 1/4 x 6 1/2-inches, holds 3/4-inch of paper. Packaged in a handsome black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 783	\$5.80	\$5.60	\$5.50	\$4.90

Design Patents Pending.
MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B

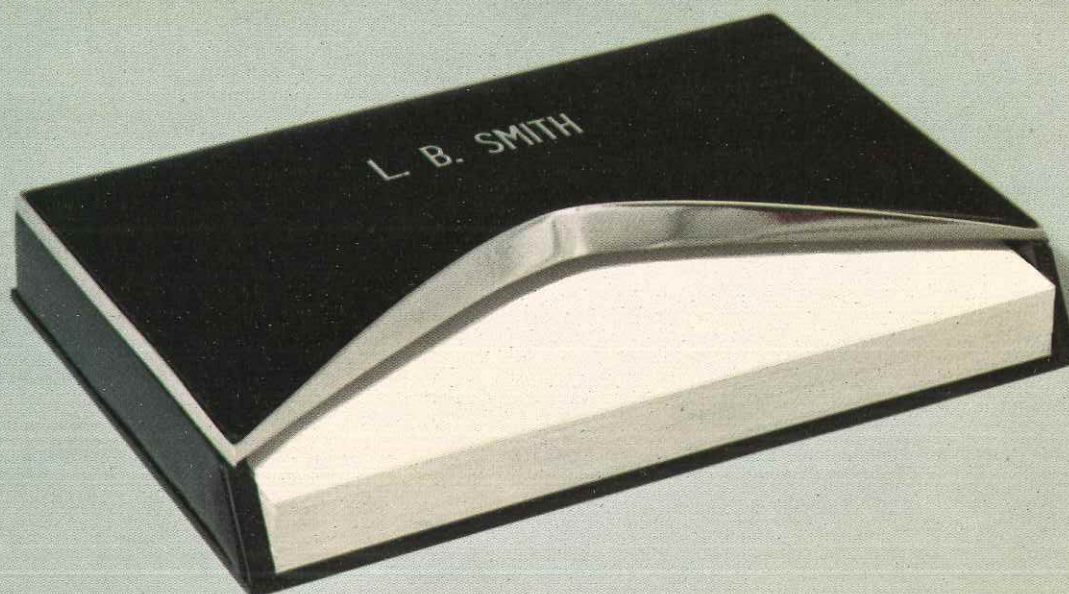
The Caravelle Ensemble

If you would like to be doubly remembered, the Caravelle Pen Stand and Letter Opener make an especially attractive gift set. Packaged in a fine black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 659	\$8.80	\$8.60	\$8.50	\$7.60

No. 659S Deluxe Sheaffer Pen in place of standard pen: \$1.00 net each, extra.

MAILERS AVAILABLE at 13¢ each, net.
1-3A 4B



783



The Caravelle Ashtray

Here's an ashtray with two functions: to hold cigaret ashes and to identify its owner. The leather portion of the ashtray acts as a cover. With tipping, ashes slide under the cover, out of sight and away from moving air — windproof! It's easy to keep it neat. The top can be removed to permit thorough cleaning. Names or ad copy can be imprinted on the lustrous cushiony black leather which is bordered by gleaming metal. The ashtray base is black phenolic. See page 32 for imprinting details. Ashtray is 5 $\frac{1}{8}$ -inches square and 1 $\frac{3}{8}$ -inches high. Packaged in a black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 785	\$5.00	\$4.90	\$4.80	\$4.25

Design Patents Pending.

MAILERS AVAILABLE at 14¢ each, net.

1-3A 4B

The Caravelle Nameplate

There is something in a name! And any man will be delighted to see his on the Caravelle Nameplate. The name is imprinted on luxurious padded black leather which is mounted, saddle-fashion, on a nickel-plated frame. The nameplate has restrained and quiet dignity.

Measures 9-inches in length and is 2 $\frac{3}{4}$ -inches high. Ad copy can be silver stamped on the side opposite the name or placed on a leather swatch on the bottom of the plastic base. See page 32 for details on personalization.

Packaged in a deluxe black and silver gift box with a suitable romance card.

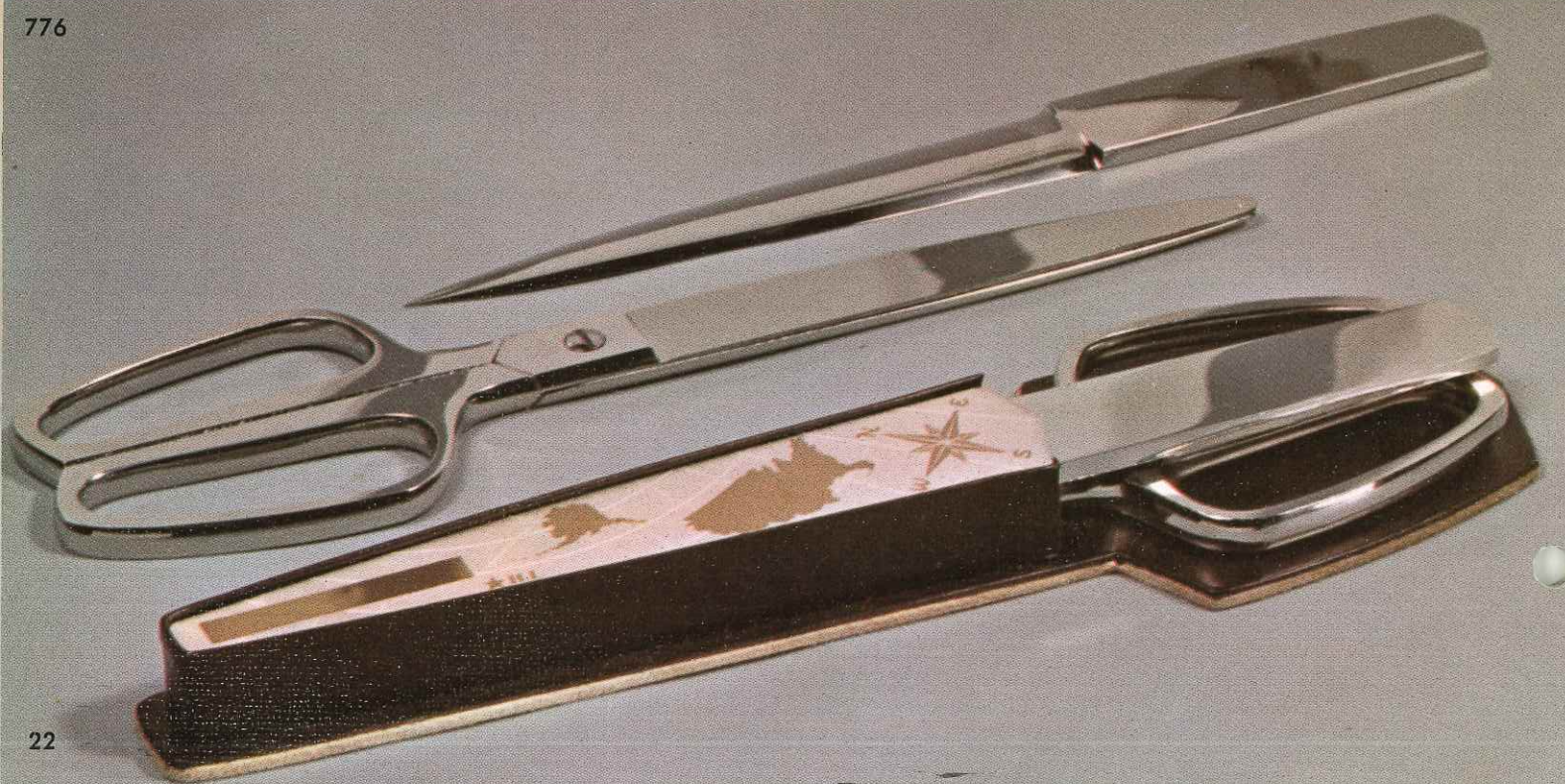
	25-49	50-99	100-249	250 and up
No. 782	\$4.40	\$4.20	\$4.10	\$3.65

Design Patents Pending.

MAILERS AVAILABLE at 13¢ each, net.

1-3A 4B





The Commander Library Set

A fine shear and letter opener of precision craftsmanship and enduring quality cased in a scabbard of genuine cowhide, made in Solingen, Germany.

The shears are famous Solingen quality. The blades are hollow ground and carefully shaped so that, as the shears are closed, only a tiny part of the blades are in contact at one time. This makes precision cutting possible, and is a refinement usually found only in the most expensive instruments. The scissor handles have spacious inserts, a distinctive convenience for the masculine hand. The shears are 9-inches long and 2 3/8-inches wide across the handles.

The Italian Letter Opener is 9-inches long, and features a brilliant color inlay in the curved handle. Both instruments are heavily nickel-plated and polished to a gleaming mirror finish. For ad copy and personalization information see page 32.

A useful, much wanted desk tool, welcome in either the office or home, and a remarkable advertising value at a price suitable for quantity distribution.

Packed in a fine black and silver gift box with a suitable romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 715	\$4.50	\$4.40	\$3.90	\$3.50	\$3.45
MAILERS AVAILABLE at 10¢ each, net.					
1-2A 3B 4-5C					

The Garibaldi Library Set

A beautiful shear and letter opener combination in a motif of gold and silver luxuriously cased in warm, rich leather. The shear is hot-forged, hand-honed scissor steel. It glisens with a mirror finish. The blades have been scientifically shaped so that when the shears are closed, only a tiny fraction of the blade edge is in contact at one time. This precision is found in only the most expensive instruments. The full size handle grips are for the masculine hand.

Gold stamped ad copy available on reverse side of scabbard, or under shear handles. Names or initials can be engraved in gold rectangle shown on decorative plate of scabbard. For details see inside back cover. Packed in a fine gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 776	\$8.50	\$8.30	\$7.45	\$6.75
Engraving initials 21¢ each, net; names 27¢ each, net.				
U.S. Patent D190,578				
MAILERS AVAILABLE at 11¢ each, net.				
1-2A 3B 4C				

The Commerce and Industry Desk Set

A luxurious desk set combining a shear and letter opener in a rich genuine cowhide scabbard. The gleaming instruments are fashioned in modern, slim-line design, and are handcrafted for precision cutting.

The shears are hot forged from scissors steel, and tempered for strength and durability. Finish is heavy nickel-plate, buffed and polished to a shining luster. Emphasis has been placed on making them easy to handle and easy to use. The grips are wide and long and contoured to fit the masculine hand. The blades are hand-honed, so that only a hairline of the edge makes contact at one time.

The handsome letter opener features an embossed handle inlaid with three fired enamel colors. The motif is a timely one, typifying commerce and industry. A convenient nine-inch ruler is engraved on the back of the blade. The entire instrument is heavily nickel-plated and polished to a mirror finish.

The scabbard is real cowhide, finished in a warm tan color. It is double saddle stitched and has a suede backing to keep it from scratching even the finest surface. For ad copy and personalization information turn to page 32. Packed in a fine black and silver gift box with a romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 777	\$6.00	\$5.80	\$5.10	\$4.60	\$4.50
MAILERS AVAILABLE at 10¢ each, net.					
1-2A 3B 4-5C					

NOTE: If custom design letter opener (No. 778 pictured on these pages) is desired the additional charge is:

100-249	\$.27 net	250-499	\$.24 net	500 and up	\$.23 net
---------	------------	---------	------------	------------	------------

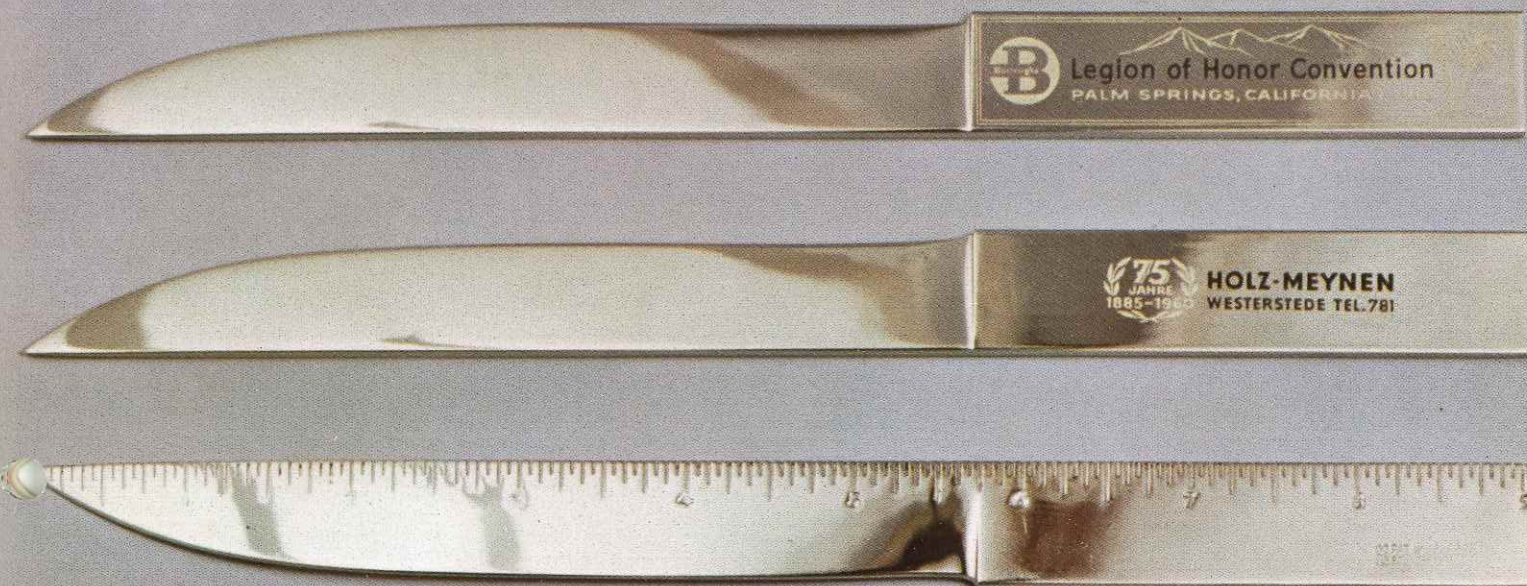
The Criterion Letter Opener

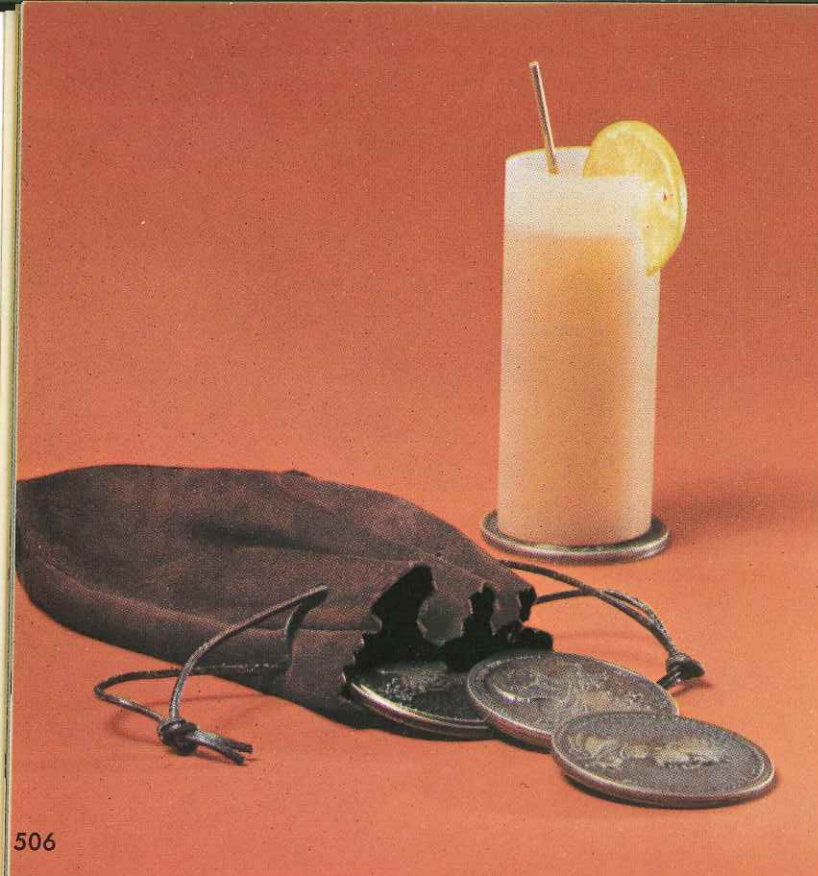
The Criterion is extra-special. It is brightly nickel-plated so that it is conspicuous on the desk, easily found when needed. On the back surface of the opener blade is a 9-inch ruler, convenient for all kinds of at-the-desk measurements. For ad copy and personalization details, see inside back cover. Many types of ad copy processes can be used on this opener.

Packaged in a black and silver gift box with suitable romance card.

	100-249	250-499	500-999	1000 and up
No. 778 (Plain)	\$1.46	\$1.25	\$1.10	\$1.05
(one color etched copy)	\$0.37 net	\$0.34 net	\$0.33 net	\$0.32 net
For each additional color add 3¢ each, net.				
MAILERS AVAILABLE at 12¢ each, net.				
1A 2B 3-4C				

778





506

651

The Florentine Coaster Set

The Florentine Coaster Set is a swashbuckling sensation—a striking gift, and one to be remembered! The set consists of four antiqued metal coasters which are oversize replicas of the ancient coin. On them, any drink looks refreshing! The coasters come in a soft, brown suede leather pouch with drawstring which holds them for storage. They are indeed a collector's item . . . unusual, practical.

Coasters measure 3-inches in diameter, 3/16-inch thick. Pouch may be gold stamped. See inside back cover for costs.

This outstanding set comes in a black and silver gift box with suitable romance card.

	25-49	50-99	100-249	250 and up
No. 506	\$5.00	\$4.90	\$4.40	\$3.95

MAILERS AVAILABLE at 12¢ each, net.
1-2A 3B 4C

The Florentine Letter Holder

The Florentine Letter Holder keeps in one place—in the office or at home—letters to save, letters to mail, letters to remember. The holder is made of a graceful fold of glossy-smooth stainless steel, brush-finished by artisans in Italy. On one of its sides the ancient coin replica is firmly fastened. The base is polished walnut. See inside back cover for engraving costs.

Overall dimensions: 2-inches wide, 4-inches long and 2 7/8-inches high. Packed in a black and silver gift box with suitable romance card.

No. 651

	25-49	50-99	100-249	250-499	500 and up
	\$2.50	\$2.45	\$2.40	\$2.15	\$1.95

MAILERS AVAILABLE at 12¢ each, net.
1-3A 4B 5C

Florentine Sets

The Florentine items are so unusual that you may wish to give them in sets. A number of combinations are available, as shown below. All sets are packed in black and silver gift boxes with appropriate romance cards.

	25-49	50-99	100-249	250-499	500 and up
No. 211 (Bowl and Letter Holder)	\$4.90	\$4.80	\$4.60	\$4.10	\$3.65
MAILERS AVAILABLE at 17¢ each, net.					
No. 212 (Bowl, Cigaret Server and Letter Holder)	\$8.00	\$7.80	\$7.60	\$6.75	\$6.00
MAILERS AVAILABLE at 18¢ each, net.					
No. 217 (Bowl and Cigaret Server)	\$5.70	\$5.50	\$5.30	\$4.70	\$4.20
MAILERS AVAILABLE at 16¢ each, net.					
1-3A 4B 5C					

The Florentine Coin Bowl

Italian craftsmen have given this graceful bowl a master touch. It is solid stainless steel with a lustrous satin finish. Set in the bottom is a replica of an ancient coin.

The bowl is suitable, indeed delightful, for nuts, candies, or general serving. Pairs make sparkling mantel pieces. The Coin Bowl can also be used as a most unusual ashtray. A trustworthy remembrance and a splendid value.

5¼-inches in diameter across the top, sloping to 1¾-inches at the bottom; 1¼-inches high. See inside back cover for printing and engraving costs. Packaged with a romance card in a good looking black and silver gift box.

	25-49	50-99	100-249	250-499	500 and up
--	-------	-------	---------	---------	------------

No. 533 \$2.50 \$2.40 \$2.30 \$2.00 \$1.75

MAILERS AVAILABLE at 13¢ each, net.

1-3A 4B 5C

The Florentine Cigaret Server

Two things you notice at once about the Florentine Cigaret Server; the crisp, clean beauty of the design, and the unusual decorative use of the ancient coin motif on the cover.

3¾-inches high and 2⅞-inches in diameter of exceptional quality stainless steel, made to last and serve for a lifetime by Italian Craftsmen. Holds a complete pack of cigarettes, king-size or regular. Packed in a deluxe black and silver gift box with an appropriate romance card. See inside back cover for printing and engraving costs.

	25-49	50-99	100-249	250-499	500 and up
--	-------	-------	---------	---------	------------

No. 215 \$3.45 \$3.30 \$3.20 \$2.80 \$2.50

MAILERS AVAILABLE at 12¢ each, net.

1-3A 4B 5C

533



206

The Servettes

A triumph in cigaret holders—a delightful way to make cigarets available for guests at the dinner table, living room, buffet or coffee table. The Servettes hold up to six cigarets, regular or king-size. Cigarets lie horizontally, gently clasped between leaf-like petals of Italian-crafted stainless steel, and lift out one or more at a time. Base is walnut, oil-finished to a velvety smoothness. See inside back cover for engraving costs.

Base is approximately 4-inches long, 1-inch wide. Overall height—2½-inches. Packaged two or four to a set in black and silver gift box with romance card.

	25-49	50-99	100-249	250 and up
No. 206-2				
(Set of 2)	\$2.60	\$2.50	\$2.20	\$1.97
No. 206-4				
(Set of 4)	\$4.80	\$4.60	\$4.10	\$3.70

Design Patents Pending.

MAILERS AVAILABLE at 14¢ each, net.

1-2A 3B 4C



507

The Encore Coaster and Ashtray Caddy

These lovely stainless steel trays serve the needs of many occasions. They make sparkling, easy-care, individual ash trays. They form a matched set of beautifully modern coasters, or they can be used appropriately to serve nuts, candies and confections. Made of the world's finest chrome-nickel steel polished to a gleaming satin and bright finish, they will be welcomed with deep satisfaction. The glowing walnut block is itself unusual. For ready use, the trays are placed in the diagonal slots. For storage they nestle one on top of the other in a cavity carved into the wood.

Ad copy is available for the bottom of the caddy base. This can be either gold or silver stamped on an appropriate swatch.

Packed in a fine black and silver gift box with an appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 507	\$5.40	\$5.30	\$4.75	\$4.30

Swatch for bottom of base 5¢ each net, plus cost of gold or silver stamping.

U.S. Patent D-184,651

MAILERS AVAILABLE at 11¢ each, net.

1-2A 3B 4C

The Royal Cigaret Box

Distinguished on desk, coffee table or mantel.

There's a timelessness in the styling of the Royal Cigaret Box. The simple lines readily fit into the sharply modern motif, or the traditional one, at the office or at home. Case and cover are 18/8 Swedish chrome-nickel stainless steel, satin finished. Base and handle are matched grain, hand rubbed teak.

Holds 40 or more king-size or regular length cigarettes.

Dimensions: 4 $\frac{5}{8}$ -inches wide, 8-inches long and is divided lengthwise into two compartments. Packed in deluxe black and silver gift box with a suitable romance card.

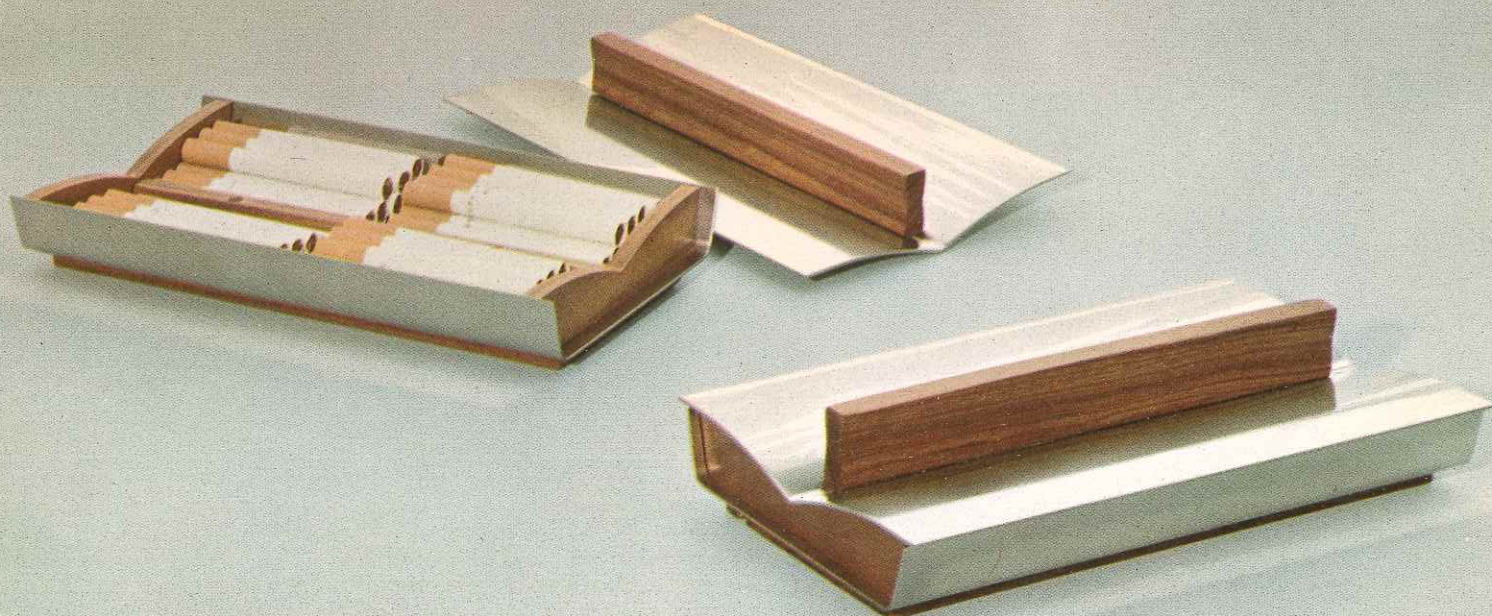
See inside back cover for engraving costs.

	12-24	25-49	50-99	100 and up
No. 216	\$10.40	\$10.00	\$9.80	\$9.60

MAILERS AVAILABLE at 15¢ each, net.

A

216



The Postmaster Letter Scale

An excellent remembrance for either home or office. The Postmaster Letter Scale accurately tells weight of letters and parcels weighing up to a half pound. Top is brushed aluminum; base is hand rubbed hardwood.

A slight twist releases the top. The correct weight is shown on a graduated scale. Engraved names, monograms or printed ad copy may be placed on the top surface. Measures 4-inches in height closed, and 2½-inches in diameter. Packaged in black and silver gift box, with attractive romance card.

	25-49	50-99	100-249	250-499	500 and up
No. 700	\$4.00	\$3.80	\$3.70	\$3.30	\$2.95

U.S. Patent No. D-193-682.

Do not specify extensive ad copy. Space is limited.

MAILERS AVAILABLE at 11¢ each, net.

1-3A 4B 5C

The Valet Clothes Brush

A clothes brush of convenient size and excellent quality with long bristles that pick up and remove the most stubborn particles. A specially designed pad on the back is made to remove lint. Works efficiently on soft or hard-finish fabrics. An accessory to depend on when one's appearance must be show-window perfect.

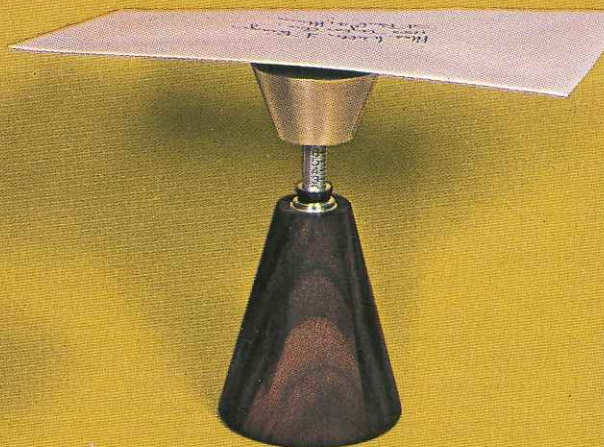
Beautifully grained walnut finish, polished to a soft luster. 10-inches long and 1¾-inches wide. Wooden handle can be imprinted either side. Packed in a fine black and silver gift box with appropriate romance card.

	25-49	50-99	100-249	250 and up
No. 16	\$2.40	\$2.30	\$2.04	\$1.82

MAILERS AVAILABLE at 14¢ each, net

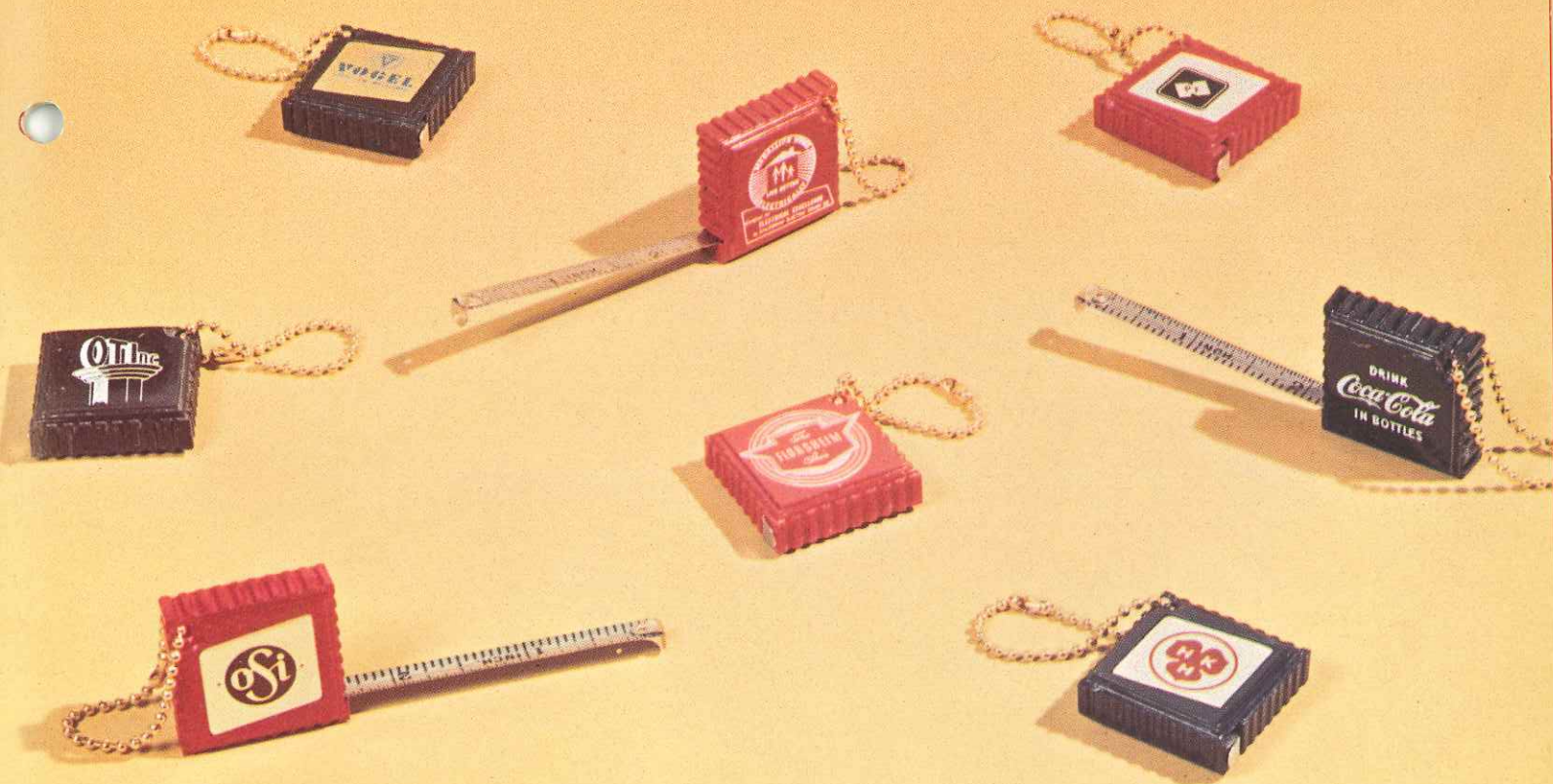
1-2A 3B 4C

700



16





614 & 616

The Big Inch

Feather light combination 36-inch steel rule and key chain. Wafer thin, only 7/16-inches thick and 1¼-inches square. Easy to carry, always handy, the Big Inch emphasizes use-value. The genuine spring-steel tape is concave. Won't bend or curve while in use. Scale divisions are nickel-plated after printing, won't rust or rub off. Finish is smooth plastic with rib design on the edges, and featuring a beaded key chain for extra usefulness, the Big Inch reflects a value that far exceeds its cost.

No. 614 has an all-plastic case. No. 616, also pictured, has the same case, with a recessed panel to accept a metal ad plate on which copy can be printed. Prices are indicated below.

Packed in a polyethylene bag with chain.

Prices for No. 614 include 3-4 lines of one-color ad copy on one side of rule. Two colors available at 3¢ net, additional. Stock colors are red and black. One color cuts \$6.00; two colors, \$11.00.

	100-249	250-499	500-999	1000-2499	2500 and up
No. 614 (Prices include copy described above.)	\$0.60	\$0.56	\$0.50	\$0.45	\$0.41
No. 616 (w/Metal plate)	\$0.50½	\$0.48	\$0.43	\$0.38½	\$0.35
(1 color)	\$0.17¼	\$0.12	\$0.09	\$0.07	\$0.06¼ Net
(2 colors)	\$0.21	\$0.13½	\$0.10	\$0.08	\$0.06½ Net
(3 colors)	\$0.23	\$0.15½	\$0.11	\$0.09	\$0.07½ Net

Any color except silver background counts as a color. Many colors are available.

Example: Silver Background plus Black Ad copy = 1 color

Silver Background plus Black & Red = 2 colors

Gold Background plus one color = 2 colors

Minimum order for rules with ad copy is 100. Delivery time on No. 616 is eight weeks. Artwork must be submitted with orders for No. 616. For further details on printing No. 614, see inside back cover. Speculative samples available at \$3.50.

U.S. Patent No. D 182,680.

1-2A 3B 4C 5D

Pocket Knives

What is the charm about pocket knives? Whatever the answer, men like pocket knives, and are flattered to receive them. From the selection on the opposite page you can choose a knife for any man on your gift list. All are packaged in fine black and silver gift boxes with suitable romance cards. See page 32 and inside back cover for additional personalization and advertising copy ideas and costs.

The Val-U-Plus

The knife has four implements: a scissors, a nail file, knife blade and screwdriver. Blades are of surgical steel, nickel-plated and polished to a mirror finish. Lining is full brass. Solidly riveted. Sides are simulated mother-of-pearl. Size $2\frac{3}{4} \times \frac{5}{8}$ inches. Advertising can be inlaid with nickel-silver or nickel-silver and color. This can be done in one piece as an uninterrupted inlay, or in parts as an interrupted inlay by a new and exclusive process. Most tradenames and trademarks can be accommodated. See page 32 for details. Key chain ring available at 7¢ net per knife. Bottle Cap Opener available on screwdriver blade at 7¢ net per knife.

The Atlas

An all-purpose six implement pocket knife: a knife blade, a nail file, cuticle pusher, cuticle cutter, scissors and tweezer. Entirely of stainless steel and surprisingly light in weight and very thin. $2\frac{3}{8}$ -inches long.

The Jupiter

The Jupiter is the kind of knife the successful businessman will use and carry with pride. It is light in weight, only $\frac{1}{8}$ -inches thick and $2\frac{3}{8}$ -inches long. Contains three implements: a knife blade, a scissors, a nail file.

The Gem

An all-stainless steel knife with knife blade and nail file. Classic, flat-oval shape. Thin so it makes no bulge in the pocket. Clevis makes it easy to carry with keys.
Size: $2\frac{1}{2}$ -inches long by $3/16$ -inches thick, $\frac{3}{8}$ -inch wide.

The Regent

An Italian-crafted, 100% stainless steel knife. Has knife blade, nail file and a completely removable scissors-tweezer. This is a most helpful and useful feature.
Size: $2\frac{5}{16}$ -inches long, $1\frac{1}{16}$ -inch wide, $3/16$ -inch thick.

The Esquire

All brilliant, non-tarnishing, non-rusting stainless steel. Has knife blade, scissors, screwdriver and nail file. This knife is finished by hand in Italy. Eminently practical.
Size: $2\frac{7}{16}$ -inches long, $\frac{3}{4}$ -inch wide, $\frac{1}{4}$ -inch thick.

The Toledo

Beautiful engraving — like that on ancient Toledo swords — distinguishes this dressy knife. Gold-plated, Italian-made. Has knife blade and nail file. It is wafer thin.
Size: $2\frac{7}{16}$ -inches long, $\frac{1}{8}$ -inch thick, $1\frac{1}{16}$ -inch wide.

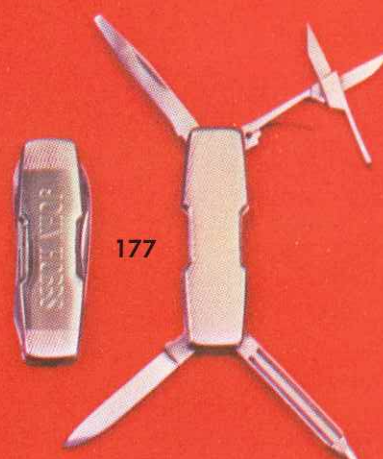
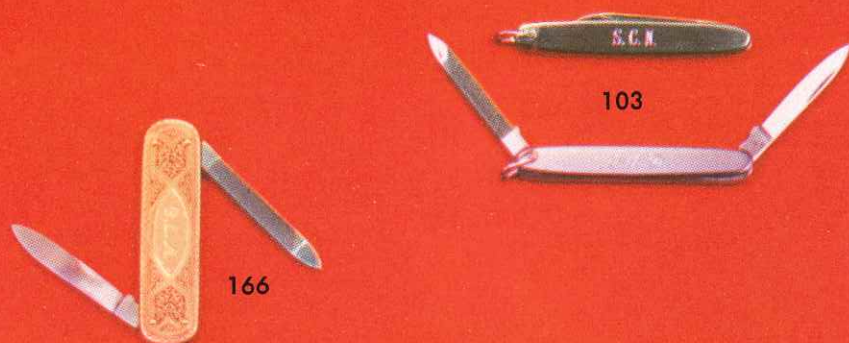
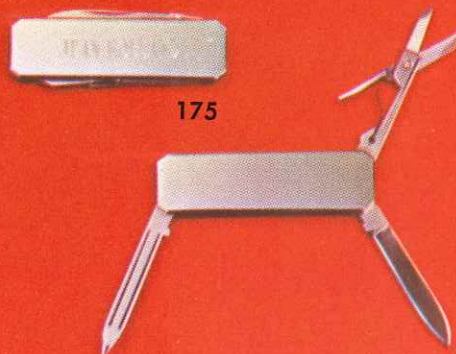
The Sportsman's Knife

An all-season favorite — look what it will do! On one end is a beer can puncher. There's a rugged blade $3\frac{1}{2}$ -inches long on the back of which is a fish scaler, and there's a bottle opener, of course. The Sportsman knife is made of stainless steel and can be carried in a tackle box, hunting kit or glove compartment.

	25-49	50-99	100-249	250-499	500-999	1000 and up
No. 114 (Val-U-Plus) C		\$3.83	\$3.70	\$3.62	\$3.53	\$3.47
No. 168 (Atlas) 1-3A 4B 5C	\$3.25	\$3.05	\$2.95	\$2.65	\$2.40	
No. 175 (Jupiter) 1-3A 4B 5C	\$2.60	\$2.45	\$2.35	\$2.10	\$1.90	
No. 103 (Gem) 1-3A 4B 5C 6E	\$1.75	\$1.65	\$1.55	\$1.35	\$1.20	\$1.00
No. 174 (Regent) 1-3A 4B 5C	\$4.70	\$4.50	\$4.40	\$3.90	\$3.50	
No. 177 (Esquire) 1-3A 4B 5C	\$4.90	\$4.70	\$4.60	\$4.10	\$3.70	
No. 166 (Toledo) 1-3A 4B 5C	\$3.00	\$2.85	\$2.75	\$2.45	\$2.20	
No. 198 (Sportsman's) 1-3A 4B 5C	\$2.65	\$2.55	\$2.45	\$2.15	\$1.90	

Lined cowhide case available at 50¢ each in any quantity.—A (Except for Nos. 114 and 198).
MAILERS AVAILABLE for all knives at 8¢ each, net.

Penny Jingle Cards— $2\frac{1}{2}$ ¢ each, net.



ADVERTISING SPECIFICATIONS FOR THE FOLLOWING PRODUCTS

THE COMMERCE AND INDUSTRY DESK SET

THE COMMANDER LIBRARY SET

Unless otherwise specified, ad copy will be gold stamped on the top side of the scabbard underneath the handles of the shears.

This Gold Stamping or stamping on the underside of the scabbard is available at the same cost as all other gold stamping. If the ad copy is split in

two segments, charge twice for the gold stamping.

Gold Stamping on the blade section of the scabbard is available. Individual names and initials 50¢ each. Minimum 25 pieces. One or two lines of ad copy, up to 20 letters per line, 10¢ each. Minimum, 50 pieces.

THE VAL-U-PLUS KNIFE

Ad copy in nickel-silver inlay per side of knife:

	100-249	250-499	500-999	1000 and up
UNINTERRUPTED:	\$0.22	\$0.20	\$0.18	\$0.18
INTERRUPTED:	0.29	0.23	0.21	0.21

This includes, for the interrupted inlay, one trademark or figure in addition to text. Add 75% of inlay cost for each additional trademark or figure.

Maximum inlay area: 2" x 13/32"

Color in addition to inlay: Add 7¢ net, for each color.

The minimum order with inlay is 100 pieces. For orders less than 100, but not less than 50, add \$13.00 per order. Sorry, we cannot accept orders with inlay for less than 50 pieces.

Artwork: When requested for approval of order, there is no charge.

Speculative Samples: Charge \$13.00 per side for either type of inlay. This is refunded if a minimum of 100 pieces are ordered with the same inlay within 6 months of receipt of sample.

CARAVELLE GIFTS

Unless otherwise specified, all stamping on the Caravelle Gifts will be in silver foil. For ad copy on the swatch, on the bottom of the base of the desk pad, pen holder, ashtray or name plate,

charge 5¢ each net, plus the cost of silver stamping. For ad copy directly on the black leather of these pieces the cost is:

AD COPY						
12-24	25-49	50-99	100-249	250-499	500-999	1000 and up
\$.24	\$.19	\$.13	\$.10	\$.08	\$.08	\$.07

PERSONALIZATION

	NAMES	INITIALS
1 to 49	50¢	45¢
50 and up	45¢	45¢

IMPRINTING ROMANCE CARDS

The romance cards included with each gift may be imprinted on the front of the card if desired. Unless otherwise specified, they will be gold stamped. For costs please see the inside back cover under "Gold and Silver Stamping on Leather, etc.". There is no charge for the cards.

BIRTHDAY PLAN

One of the most important days in any person's life is his birthday. It is a special day, reserved for him alone. When you remember him on this day of his, you tell him in an unforgettable language that you consider him a very special individual. A Birthday Plan is available. You send us the names and addresses of the in-

dividuals you have selected for this special consideration. If you cannot supply the birthdates, we will obtain them at a charge of 30¢ per name. Other charges are 25¢ for each individual mailing, plus postage and insurance. Mailer and other service charges such as engraving, etc., at listed prices.

ALL SERVICE CHARGES ARE NET

PRINTING and ENGRAVING INFORMATION and CHARGES

All lists of individual names or initials must be typewritten and submitted in duplicate.

GOLD STAMPING

All gold stamping is done in 24-K gold. Prices for Gold Stamping include up to 4 lines of advertising copy. The charge for orders requiring special dies will be made available

as soon as possible after receipt of order. (Same conditions apply where silver stamping is indicated. High quality silver foil is used.)

ENGRAVING

All engraving is done in jewelers style, right into the metal. A maximum of 18 letters is permitted per line. If a line has more letters, that line will be priced as two lines. Trademarks or special lettering require engraving dies. A simple die costs about \$20.00 net,

and the engraving charge is at the two line price. The charges for a special order requiring a complicated die and engraving, will be made available as soon as possible after receipt of order.

PRINTING

For surface printing up to two colors, a clear, transparent coating material is used to protect the printing, and keep it from chipping, cracking, and wearing. The toughest, most durable material available is used for this purpose. For surface printing on metal, an ultra-hard refined enamel coating is used.

Minimum charges for simple cuts, trademarks

or special lettering when printing on any surface are: 1 color, \$6.00; 2-colors, \$11.00; provided artwork is furnished. The charges for orders requiring complicated cuts, trademarks or open lettering will be submitted as soon as possible after receipt of order. Artwork which we supply will be charged at cost.

ADVERTISING COPY AND PERSONALIZATION

ADVERTISING COPY	QUANTITY	ENGRAVING ON METAL (Block or Script)												GOLD OR SILVER STAMPING ON LEATHER Etc.	PRINTING UP TO 4-LINES IF SPACE PERMITS			
		ON FLAT SURFACES						ON ROUND OR CYLINDRICAL SURFACES							On Simulated Mother of Pearl, Wood Or Plastic		On Stainless Steel Pocket Knives and Other Flat Metal Surfaces	
		SINGLE LINE			DOUBLE LINE			SINGLE LINE			DOUBLE LINE				One Color	Two Colors	One Color	Two Colors
		One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines	One Line	Two Lines	Three Lines					
12 to 24	.27	.40	.53	.34	.52	.70	.42	.64	.86	.54	.82	1.10	.22					
25 to 49	.20	.34	.46	.24	.44	.58	.29	.54	.70	.38	.70	.90	.13					
50 to 99	.17	.30	.42	.22	.38	.52	.28	.50	.66	.35	.66	.85	.10	.15	.26	.18	.31	
100 to 249	.16	.28	.40	.21	.35	.49	.26	.46	.62	.33	.62	.80	.08	.12	.19	.16	.26	
250 to 499	.15	.25	.35	.20	.33	.46	.25	.42	.58	.32	.58	.75	.06	.10	.16	.14	.23	
500 and up	.14	.24	.33	.19	.31	.42	.24	.38	.52	.31	.56	.70	.05	.09	.14	.13	.20	
PERSONALIZATION		ANY QUANTITY			ANY QUANTITY			ANY QUANTITY			ANY QUANTITY			1-24	25-49	50 up	NOT AVAILABLE	
	INDIVIDUAL NAMES	.24			.32			.64			.72			.45	.40	.35		
	1 INITIAL	.18			.27			.24			.32			.40	.35	.30		
	2 INITIALS	.18			.27			.40			.48			.40	.35	.30		
	3 INITIALS	.18			.27			.48			.56			.40	.35	.30		

On all items, be sure to specify where copy is wanted and whether it is to be hot stamped, engraved, or printed. If this is not done we will use our best judgement.

ALL SERVICE CHARGES ARE NET.

OCT 15 1964